

LIFE



IN THIS ISSUE
**WHY RUSSIANS
ARE PATRIOTS**

**MARINES ON
RECONNAISSANCE**

SEPTEMBER 4, 1950

20 CENTS

yours to live with...

yours to love...



...for keeps

Community

THE FINEST SILVERPLATE

®TRADEMARKS OF ONEIDA LTD., ONEIDA, N. Y., COPYRIGHT 1950, ONEIDA LTD.

Today—see your jeweler's fall showing of five fine patterns in ever-loved Community, the world's most popular silverplate. Price Community*—dinner services for eight places now cost as low as \$49.75 (no federal tax). Trust Community's solid silver "Overlay"—your lifetime wear-protection! And live with Community—love the sparkling hospitality of your Community-inspired table.

PATTERNS TO LIVE WITH . . . PATTERNS TO LOVE

She slammed her hat down between them



What a lucky man that mutual friends introduced him to a charming and good-looking woman at the outset of a long train trip. Instead of dreading the journey, he now actually looked forward to it. But what a sharp awakening he was in for!

They got along famously at dinner, but later, sitting side-by-side in the club car, she seemed vaguely annoyed. As the hours went by, this annoyance became increasingly obvious. She discouraged every attempt at friendliness. By the time they were in California she became downright rude. What had he said? What had he done? He simply couldn't understand why she treated him so shabbily.

It could happen to you

No matter what other good points a man may have, they can be nullified by halitosis (unpleasant breath). It may be absent one day and present the next, without your realizing when you have it. But why risk offending needlessly?

Play smart. Rinse your mouth with Listerine Antiseptic night and morning, and especially before any date when you want to be at your best. It's the *extra-careful* precaution against offending that so many fastidious people never omit.

To be extra-attractive be extra-careful

Listerine Antiseptic is the *extra-careful* precaution because it freshens the breath . . . not for mere seconds or minutes . . . but for hours, usually.

When you want to be at your best, don't trust makeshifts. Trust Listerine Antiseptic.

It's almost a passport to popularity.

While some cases of halitosis are of systemic origin, most cases, say some authorities, are due to the bacterial fermentation of tiny food particles clinging to mouth surfaces. Listerine Antiseptic quickly halts such fermentation, then overcomes the odors fermentation causes.

LAMBERT PHARMACAL COMPANY, St. Louis, Missouri



.... IT'S BREATH-TAKING !

This One



62UK-63R-TRE2



for
Loafing and Lounging

Genuine
Ripons
for the Entire Family

GENUINE RIPONS are the most relaxing slip-ons ever designed for foot comfort! Grand for loafing and lounging 'round the house, after a day outdoors, traveling, vacationing, at college, etc. Perfect for breakfast wear! Downy soft pure wool (or nylon) in a full range of beautiful colors and knit-in patterns, with padded glove leather soles. They're washable. They make an ideal gift for anyone, on any occasion, regardless of age. Priced at \$1.95, \$2.50, \$2.95 and \$3.50 at better stores everywhere, or write for descriptive folder. Ripon Knitting Works, Ripon, Wisconsin. (In Canada: Forest City Knitting Co., London, Ont.)

For Men, Women, Children
and Infants



© B.K.W. 1950

LETTERS TO THE EDITORS

PROGRAM FOR AMERICA

Sirs:

Chalk me up as one American whose sentiments are not correctly expressed by Senator Bridges' and LIFE's "Program for America" (Editorial, LIFE, Aug. 14) . . . a plan which offers no hope of salvation except by show of armed force. Armaments are necessary, yes, but social revolution was never killed by arming an unconvinced people and telling them to go fight it. If the U.S. befriends regimes such as those of Franco, Bao Dai and Chiang, who will believe that we stand for national independence and the rights of the individual? Who will join us in the fight against Communism? Franco has subscribed to all of the program's 12 points. Who wants to fight alongside him?

JOHN BLAYNEY

Piedmont, Calif.

Sirs:

Your editorial struck me as being a necessary if drastic measure to preserve the freedom and integrity of our nation. Senator Bridges should have the support of all loyal American citizens in putting his proposal to work. . . .

T. K. FULLER III

Decatur, Ga.

Sirs:

. . . Although my inclination is to favor the kind of "two-fisted" program voiced by Senator Styles Bridges in his "Program for America" and seconded by LIFE, I am astonished that a responsible magazine such as yours would sponsor his proposal to enlist fascist Spain as "a full partner in the fight against Communism" simply because Spain "opposes" Communism. Hitler too opposed Communism. By the same process of reasoning we should support Hitler—if he were rising to power now—because he was against Communism! Similarly I would object to the proposal of "training Japanese divisions" for MacArthur. Think of the effect upon Asiatics were a Japanese army, trained and equipped by the U.S., to land again on the mainland of Asia!

DOUGLAS STRATON

Wooster, Ohio

Sirs:

Congratulations on your public-spirited efforts to wake up Americans to the facts of life in the same world with Communist Russia. I was particularly pleased by the publication of the editorial dealing with Senator Bridges' 12-point "Program for America." It seems so obvious that these points must be adopted that I cannot understand why Truman and his Administration stand so steadfastly in the way of all steps in that direction. . . .

CARL HARDEN

Pasadena, Calif.

Sirs:

I have read with a sense of outrage your editorial on Senator Bridges' "Program for America." It would be difficult to conceive a program worse than the one you call for. The whole editorial is a crude and crass trumpeting of our asserted ability to get what we want through "our vast resources," through our "wealth and power"—our preponderance in steel and oil. "Mobilize anti-Communists everywhere," you say; "make use of the Chinese Republican army" (meaning the



IT'S WHAT'S INSIDE THE
BARREL THAT COUNTS!

The inside of every B·B pen is a precision-made masterpiece.

see

this all-new, clip-to-tip
BB "Statesman" today.

write

with a featherweight
touch unequalled by the
most expensive pens.

buy

with assurance that
the BB pen is always
dependable—40 million
sales prove it!



The new **B·B**
"Statesman" pen
still only **98¢**

new **B·B**
"PERMA-DRI"
ink refill

Improved tip—cartridge.
Writes to last drop of
ink. Fits all B·B pens—
"Statesman," "Executive,"
"Shorpy," "Desk Pen,"
"Sporty." Always avail-
able leading stores—49¢.
© 1950 B·B PEN COMPANY, INC.
HOLLYWOOD, CALIF.

CONTINUE ON PAGE 2

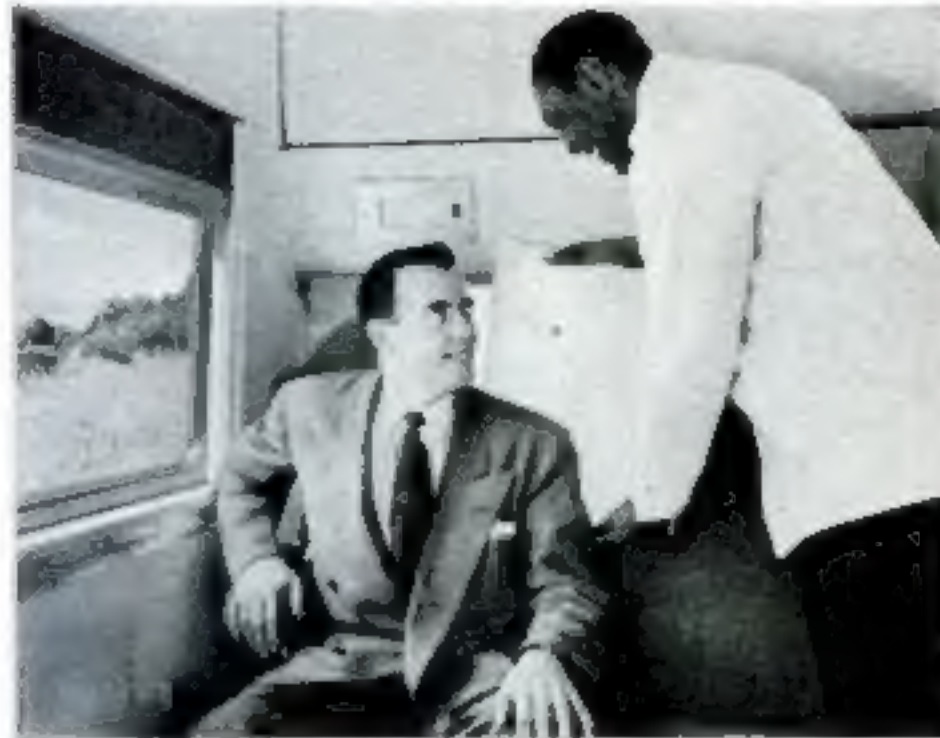
All these wonderful things happen ^{only} when you go Pullman



You enjoy peace of mind. That's because you're safer in a Pullman crossing the country than you are in your own home.



You get your rest. The whole world looks better because you feel better after a sound sleep on a big, soft Pullman bed.



You receive courteous service. Throughout your trip your Pullman porter is always within range of your buzzer—ready to be of service.



You take pleasant walks. You get up, stretch, move around—see what's going on in other parts of this wonderful world on wheels.



You dine in style. When traveling during meal times, you have a choice of a *complete* menu of delicious, just-cooked meals in the railroad dining car.



You make new friends. In your own Pullman car—and in the lounge car reserved for you—you meet the kind of people you like to keep as friends.



You look your best. You have everything you need to stay neat—including modern toilet facilities with towels, mirrors, hot and cold running water.



You don't worry about arriving. Why should you? You know you can count on dependable railroad schedules to get you there without embarrassing delays.



You arrive fresh. And why not—after the wonderful things that happen to you *because* you went Pullman!

Go Pullman

Go Pullman to The National Capital Sesquicentennial Celebration,
Washington, D. C., through November 22, 1950

COMFORTABLE, DEPENDABLE AND—ABOVE ALL—SAFE

© 1950, THE PULLMAN COMPANY

ALWAYS . . . AMERICA'S FINEST SOLES

COMPARE the WEAR



AVON

Du-Flex
TRADE MARK REG.

SOLES

Compare the designs and colors, too. Avon makes hundreds of styles in these springy, light weight soles for shoes for your active life. They guarantee better shoe values and will give you the longest wear.



for non-slip velvet tread it's **NAP**



CLEAT
for miles more wear it's **GRISTLE**



for cushioned silence it's **CREPE**



for sure-grip toughness it's **RUF-TRED**



for a better game of golf it's **TRU-STANCE**

Waterproof, so firm you never feel the spikes. Sockets can't twist, keep giant replaceable spikes straight.

AVON SOLE COMPANY - AVON, MASSACHUSETTS
FOR FORTY YEARS SPECIALISTS IN FINE SOLE MATERIALS

not on all shoes . . . just the best ones

LETTERS TO THE EDITORS

CONTINUED

remnant of China under Chiang Kai-shek), "arm and train Japanese divisions," "make Spain a full partner in the fight against Communism." In other words, sprinkle fascism with the holy water of your supposed program for freedom. If Hitler were looking over your editorial shoulder, could he have dictated any words more cynically pleasing to himself than yours? And could any program be more fatally adapted to alienate from us the millions in Europe and Asia who are not in love with our "wealth and power" and who need some clear affirmation of our uncorrupted moral ideals and an assurance that the "freedom" we would bring to them is something different from espousal of Franco's Spain?

W. RUSSELL BOWIE
South Yarmouth, Mass.

Sirs:

Last time the cry was to mobilize antifascists everywhere. And look at the hole that got us into! Just think! If there's anything left after we finish off Russia, we'll probably be forced into World War IV with some of the anti-Communists we armed. It seems to me that we're getting involved in a sort of vicious circle.

CHANCEY DOLAN
Lafayette, La.

IRMA IS A LADY

Sirs:

LIFE's photographic coverage of Marie Wilson's performance as Lady Teazle ("Irma Is a Lady," LIFE, Aug. 14) is a noteworthy contribution to the history of the drama.

Having studied the essay (several times), I have reached this conclusion: were Sheridan alive today to witness Miss Wilson's performance, he would straightway alter his heroine's name to Lady Strip-Teazle.

JOHN JOSEPH
New York, N.Y.

Sirs:

Would you please reproduce a clearer photograph of the fan as I was unable to locate it in the picture?

BILL SCHOEGGINS
Louisville, Ky.



LADY TEAZLE'S FAN

Sirs:

Will someone please tell me why Marie Wilson always has gloves on.

BLANCHE MARSHALL
Garfield, N.J.

● Few 18th Century English ladies would let themselves be seen in public without gloves.—ED.

CONTINUED ON PAGE 8

RELIEVES
HEADACHE
NEURALGIA
NEURITIS PAIN

FAST



Here's Why...

Anacin® is like a doctor's prescription. That is, it contains not one but a combination of medically proved ingredients that are specially compounded to give FAST, LONG LASTING relief. Don't wait. Buy Anacin today.

NEW MINTS Medically Proven Quickly RID STOMACH of GAS

Do you ever suffer stomach gas, heartburn, from acid indigestion? Get amazing new BiSoDoL Mints for fast relief. Safe, gentle, BiSoDoL Mints give longer-lasting relief than baking soda—yes, hours of relief. Refreshing, minty flavor sweetens sour mouth, stomach. So relieve heartburn, upset stomach, from too much food, drink, smoking. Sleep all night long when acid indigestion strikes. Carry new BiSoDoL Mints for fast relief—anywhere, anytime. 10¢.

BiSoDoL—Reg. U. S. Pat. Off.



SCAMPER SETS

Wonderful as ensembles—but each "separate" is a prize in itself. Tough durable corduroy and novelty cleverly combined. Sizes 2 to 7.



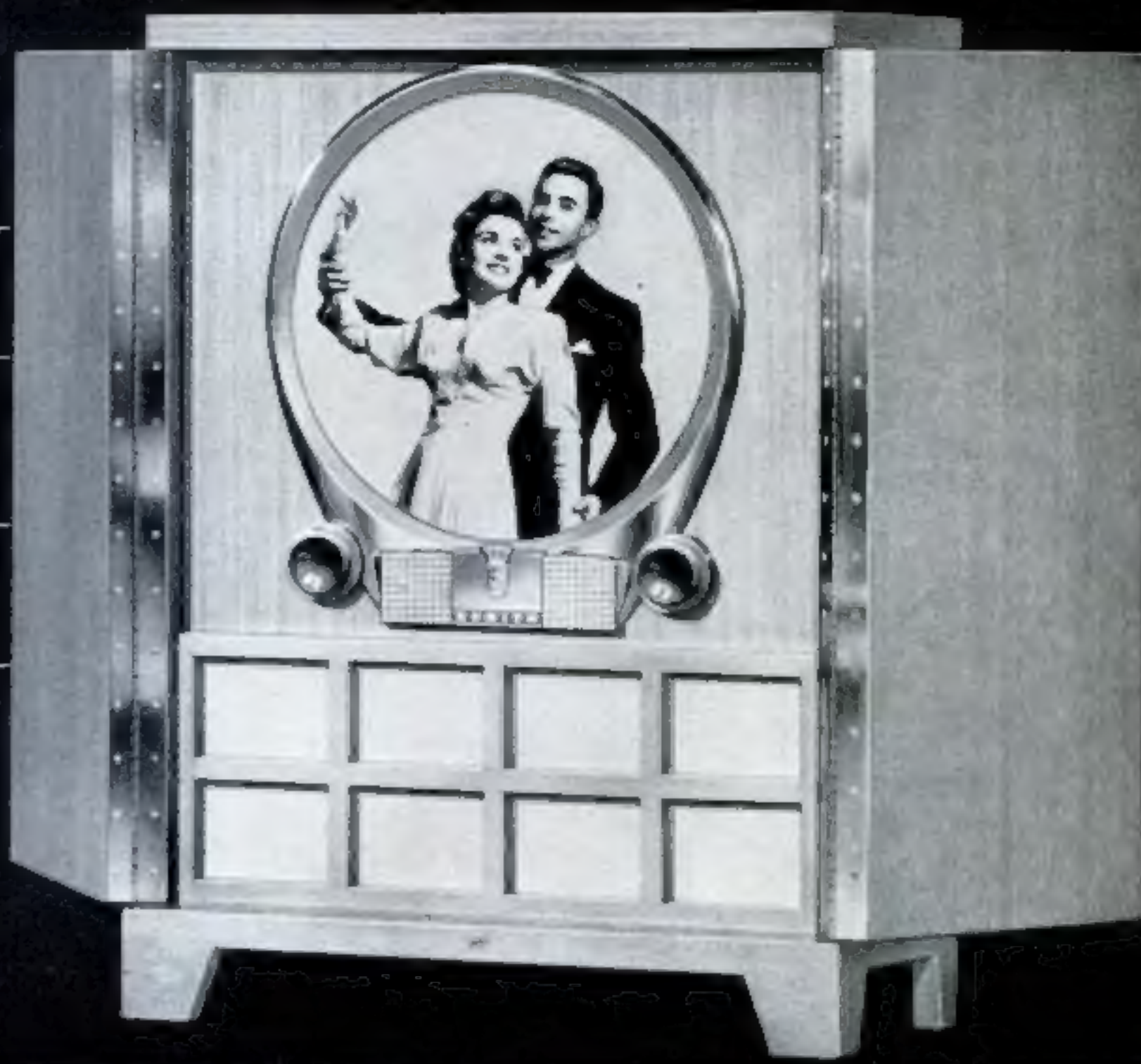
A jacket, an Overtwig with neck to crotch zipper, \$10.95. Tamtucker Hat, \$1.95.

Another Set. Western Jacket and Boxer Slacks, \$10.95. Woodsman Cap with frost flaps, \$1.95.

Write for nearest store.
Wm. Schwartz & Co., Inc.
1107 Broadway, New York

Picture Clarity You Hardly Believe

WITH **Zenith's**
AMAZING NEW
Reflection-Proof
BLAXIDE TUBE



TO BE THE PROUD OWNER of a Zenith® Television Receiver marks you a keen judge of supreme quality. And you're something else. You're the possessor of a combination of engineering triumphs found in no other Television Receiver—at any price.

As a Zenith owner you will enjoy the benefits of the amazing new Reflection-Proof Blaxide Tube.

In the past—the glare from table lamps, the reflections from street lights, the surface of bright objects—all have been part of the picture, to confuse and blur and detract. Eyes and tempers have suffered as a result.

Today—through Zenith's engineering progress you enjoy pictures utterly free from window and room light reflections from any normal viewing position in the room. You're amazed at the startling new clarity and photographic smoothness. You see pictures without eye-strain from glare or reflection, even in daylight or fully lighted rooms, the way medical authorities recommend viewing.

Your Zenith dealer invites you to see this—television's newest miracle. And see all the great features that come to you only in Zenith. Giant

Circle Tube with choice of circular or rectangular type pictures . . . New "Super-Range" chassis for powerful reception even in outlying locations . . . built-in provision for receiving proposed ultra-high frequencies on present standards . . . Connection for Phonevision† . . . Beautiful master-crafted cabinets—all together—exclusively yours in Zenith.

†If and when this great Zenith development is approved as a commercial service and thereby is made available on present standards, unit may be attached to bring high-class, costly television programs right into your home.

• • •

Above—New Zenith "Fielding" television console with full opening doors. Huge 165 sq. in. 2-in-1 "Selecto-Screen" with Duplex Picture Control for a choice of circular or rectangular type pictures. Smart modern Blonde cabinet of genuine Gold Coast Afara veneers. Also available in richly grained Mahogany veneers.



New Zenith "Hawthorne" TV-Radio-Phonograph. New 165 sq. in. 2-in-1 "Selecto-Screen" gives you two picture shapes in one set—circular and rectangular type. New "Cobra-Matic" record changer. New FM-AM radio. Cabinet of genuine Mahogany veneers with full length doors—styled in 18th Century tradition.



New Zenith "Aldrich" Console TV. New 165 sq. in. 2-in-1 "Selecto-Screen" with Duplex Picture Control for a choice of circular or rectangular type pictures. Handsome period design cabinet of Mahogany veneers and hardwoods.



Zenith Radio Corporation, Chicago 39, Illinois • Over 30 Years of "Know-How" in Radioelectronics Exclusively • Also Makers of America's Finest Hearing Aids



IT PAYS TO USE MOLLÉ

the "TAILORED SHAVING CREAM"
that guarantees face protection

COMPARE MOLLÉ with your present cream, and if Mollé doesn't give you a *quicker, cleaner, closer, cooler* shave . . . and leave your face feeling more comfortable and looking more "kissable" . . . we'll refund double your purchase price.*

Because it is *heavier*, Mollé Shaving Cream is a match for the toughest beard! But, if *your* beard is light or if you prefer a lighter cream, Mollé can be "Tailored" to meet *your* requirements. You simply add water by leaving your face wetter.

Unlike many shaving creams, Mollé has no astringent action. Its emollient oils and beneficial sterols are your guarantee that your face will feel better . . . and also look better! Start today to use Mollé!



IN CONVENIENT, INEXPENSIVE TUBES
AND EVEN MORE ECONOMICAL
1/2 AND 1 POUND JARS

*Return empty tube to The Centaur-Caldwell Division, P. O. Box 280, New York 18, N. Y.

LETTERS TO THE EDITORS

CONTINUED

Sirs:

What a catastrophe! I open my copy of *LIFE* and what do I see? A photograph of my archenemy, my deadly rival, Marie Wilson. . . .

Miss Wilson and I are locked in a struggle for the presidency of the National Dunking Association. I hope that you will give me this opportunity to appeal to the intelligent dunkers of America to ignore surface characteristics and vote for Durante. Since I may not measure up to my rival in a bathing suit photo, I'm enclosing a picture of my campaign manager, Cleo Moore.

JIMMY DURANTE

National Dunking Association
New York, N.Y.



MANAGER MOORE

THE MONTESQUIOUS

Sirs:

The current issue of *LIFE* (Aug. 14) contains an interesting and well written article about the Montesquiou-Fezensac family and states that an ancestor named D'Artagnan was immortalized by Alexander Dumas.

Probably you have already received more than one letter commenting on this, but I invite your attention to *Nouveau Petit Larousse*, which explains that the D'Artagnan made famous in Dumas' *Three Musketeers* was Charles de Baatz, Seigneur D'Artagnan, not a Montesquiou at all. He was killed in 1673 at the siege of Maastricht while Pierre de Montesquiou, Count D'Artagnan and later Marshal of France, lived till 1725.

R. C. BRIERLY

Narberth, Pa.

● Charles de Baatz, the D'Artagnan of Alexander Dumas (not to be confused with Pierre de Montesquiou), was a member of the Montesquiou

CONTINUED ON NEXT PAGE

Address all editorial and advertising correspondence to: *LIFE*, 9 Rockefeller Plaza, New York 20, N. Y.

Subscription Service: J. E. King, Gen'l. Mgr. Address all subscription correspondence to: *LIFE*, 540 N. Michigan Ave., Chicago 11, Illinois.

Change of Address: Four weeks' notice required. When ordering change, please name magazine and furnish address imprint from a recent issue. If unable to do so, please state exactly how magazine is addressed. Change cannot be made without old as well as new address, including postal zone number. *Time Inc.* also publishes *TIME*, *Fortune* and *The Architectural Forum*. Chairman, Maurice T. Moore; President, Roy E. Larsen; Executive Vice President and Treasurer, Charles L. Stillman; Executive Vice President for Publishing, Howard Black; Vice Presidents, Allen Grover, Andrew Heiskell, C. D. Jackson, J. A. Linen, P. I. Prentice; Vice President & Secretary, D. W. Brumbaugh; Comptroller & Assistant Secretary, A. W. Carlson; Circulation Director, F. DeW. Pratt; Producer, THE MARCH OF TIME, Richard de Rochemont.

"Right" on the Range

In these
Authentic Western
Denims for Boys

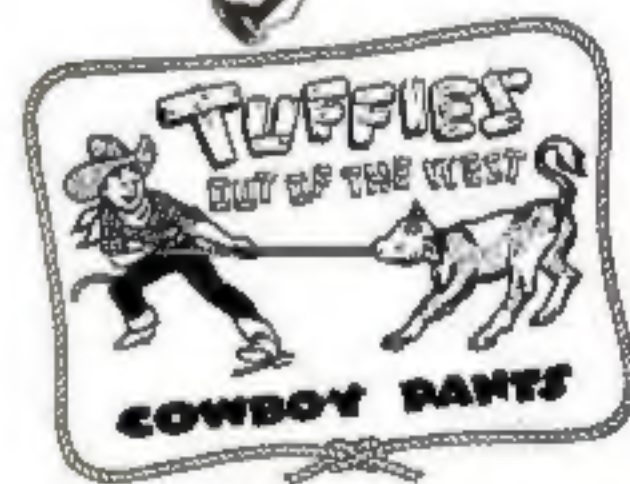


Summer cowhands want authentic western jeans. Made of real blue denim, copper riveted, double-stitched with heavy orange thread, inside swinging pockets. UNCONDITIONALLY GUARANTEED!

with Zippers!

\$2.49 Anywhere in U.S.A.

IN SIZES 1-22
26" to 32" Waist
Sizes 5-12 with
DOUBLE KNEE



For Girls, too
Authentic Western
Denims — \$3.19.



Manufactured by
OKLAHOMA CLOTHING MANUFACTURERS, INC.
OKLAHOMA CITY 1, OKLA.

Classroom Favorites for Fall from **Edwards** Back-to-School Collection

Start your youngsters off on the right foot with Edwards "Classroom Classics". They're scientifically designed and constructed of fine, selected leathers to give growing feet the support and guidance they need during the strenuous school term. And how the kids go for Edwards smart good looks! See the complete Back-to-School selection, at reasonable prices, at your nearest Edwards dealer.



HOPPY

Send for free,
informative booklet,
"Your Child's
Foothealth"



GAIL

Edwards

SHOES FOR CHILDREN

Edwards, 314-22 N. 12th St., Phila. 7, Pa.

LETTERS TO THE EDITORS

CONTINUED

family, being directly descended from Raimond Eimery, first Baron de Montesquiou, who founded the line in the 11th Century.—ED.

Sirs:

Here I am visiting the Duc de Montesquiou's chateau just as your latest issue arrives.

I must protest misstatement of fact in your article. For example, you say Armagnac is "a potent, plum-flavored, 20-year-old liquor made by his family." No plums go into the making of Armagnac, a distillate of wines grown in the Armagnac district in southwestern France. These wines are made from grapes—chiefly the Pique-poul, Jurançon blanc and Blanquette de Limoux varieties. Its characteristic taste is largely imparted to it by the Armagnac oak barrels in which it is aged.

ALFRED A. KNOPP

Chateau de Marsan, France

● Life did not mean to imply that plums are used in making Armagnac but that to some palates the brandy seems to have a plum flavor.—ED.

THE MARINE AND THE GIRL

Sirs:

Lots of things I've liked about Life; lots I haven't. But being at the sentimental age of 17, I'm going to save page 36 ("What the Marine Said to the Girl") of the Aug. 14 issue. A month ago I said the same kind of goodbye.

MARY ELLEN WHITEMORE

Courtland, Calif.

TREASURE ISLAND

Sirs:

In your article about *Treasure Island* ("Something for the Kids," LIFE Aug. 14) you said that Ben Gunn, a mad hermit, was shipwrecked on the island with the treasure many years before. I read the story last year in the ninth grade and have just seen the picture, and I believe that he was marooned by his fellow shipmates and left on the island to die.

ANN WILLIAMS

Cleveland, Ohio

● Marooned is right. Gunn led some pirates to the island to dig up Captain Flint's gold. After days of digging, his mates, annoyed at Ben's failure to find the treasure, sailed away leaving him behind.—ED.

Please send



name _____
address _____
city _____ zone _____ state _____

ONE YEAR \$6.00 (1 year at the single copy price would cost you \$10.40)
(Canada: 1 yr., \$6.30)

Give to your newsdealer or to your local subscription representative or mail to LIFE, 540 N. Michigan Ave., Chicago 11, Ill.

L-9-4

The toaster... that thinks about you!



See the General Electric Automatic Toaster at your dealer's. \$21.50*

**New General Electric Automatic
pops toast up or keeps it down till you're ready!**

Every slice as you like it.



Light, medium, or dark. Just set the control—and this General Electric Automatic Toaster serves every slice with your taste in mind. Get the toast you asked for, whether you're toasting one slice or twenty.

Pops toast up or keeps it down!



The new General Electric will pop your toast up—or, if you prefer, keep it down until you're ready for it. Toast that waits until breakfast is ready—toast when you want it.

Crumb Tray snaps in and out!



Snap it out, brush it off (or wash it along with the dishes), snap it in. The General Electric Automatic Toaster brings you simple, quick cleaning in seconds. General Electric Company, Bridgeport 2, Conn.

*Price subject to change without notice.

"Toast to Your Taste—Every Time"

GENERAL ELECTRIC

MAN-BAIT!

*Trouble
never came in a more
desirable package!*



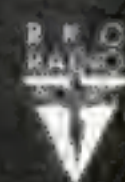
The rare and racy adventures of a
female savage in a jungle of intrigue!

JOAN FONTAINE
ROBERT RYAN · ZACHARY SCOTT

in

"Born to be Bad"

and JOAN LESLIE · MEL FERRER

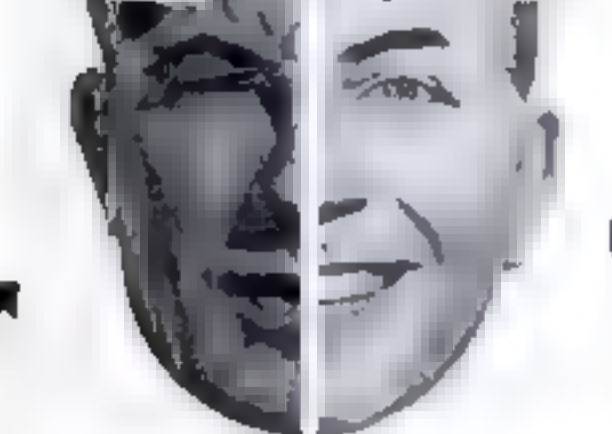


Produced by Robert Sparks • Directed by Nicholas Ray • Screenplay by Edith Sommer

Fast help for HEADACHE

Upset Stomach • Jumpy Nerves

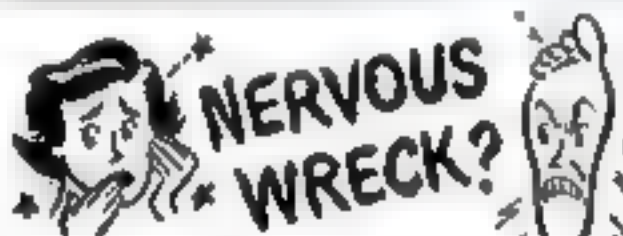
WHERE OTHERS FAIL
BROMO-SELTZER WORKS



Today more people than ever before use Bromo-Seltzer. Because this time-proved product gives fast help. Not only for headache pain, but also for the upset stomach and jumpy nerves that often go with it.

Quick! Pleasant! Bromo-Seltzer effervesces with split-second action, ready to go to work at once. And it is so refreshing! You must be satisfied or your money back! Caution: Use only as directed.

And Bromo-Seltzer at your drug store fountain or counter today. It's a product of the Emerson Drug Co. since 1887.



The most angelical disposition can be ruined by tormenting feet. If that's his trouble, for goodness' sake get him a can of Dr. Scholl's Foot Powder. Those feet that burn, chafe, perspire so unbearably will be instantly soothed and comforted. Helps prevent infection of Athlete's Foot. New at tight shoes will be eased almost like magic. That's how wonderful Dr. Scholl's Foot Powder really is! Get your whole family in the habit of using it every day! And start today!



★ Tests prove wire insulators last more than twice as long as other insulators. Insist on PERM-A-LATORS and get greater comfort... longer-lasting mattresses and upholstered furniture. Write for Free Booklet!

PERM-A-LATORS, Inc., Carthage, Mo.
Particulars in Carthage, Mo. and New Castle, Pa.

LIFE

EDITOR-IN-CHIEF Henry R. Luce
PRESIDENT Roy F. Larsen
EDITORIAL DIRECTOR John Shaw Balgley

BOARD OF EDITORS
Daniel Longwell CHAIRMAN
Edward K. Thompson MANAGING EDITOR
Maitland A. Edey ASSISTANT
Sidney L. James MANAGING EDITORS
John Osborne EDITORIAL PAGE
John Chamberlain
Charles Tudor ART DIRECTOR

Fillmore Cathoun, Emmet Hughes,
Joseph Kastner, Hugh Moffett,
Thorp H. Wootton Jr.

STAFF WRITERS
Noel F. Busch, Robert Coughlan, Ernest
Havemann, Oliver Jensen, Charles J. V.
Murphy, Winthrop Sargant.

PHOTOGRAPHIC STAFF
Ray Mackland PICTURE EDITOR
Assistant Frank Scherschel
Jack Burts, Cornell Capa, Edward Clark,
Ralph Crane, Lennas Dean, David Douglas
Duncan, Alfred Eisenstaedt, Eliot Elisofon,
J. R. Eyerman, N. R. Farnham, Andrew
Feininger, Albert Fenn, Fritz Fono, Alan
Grant, Bernard Hoffman, Yale Joel, Mark
Kaufman, Dmitri Kessel, Wallace Kirk-
land, Sam Leach, Thomas McArty, Francis
Miller, Ralph Morse, Carl Mydans, Gordon
Parke, Michael Ronger, Walter Sanders, Joe
Scherschel, George Silk, George Skatling,
W. Eugene Smith, Howard Sochurek, Peter
Stackpole, Charles Steinboer, H. G.
Walker.

ASSISTANT EDITORS
Oliver Allen, Herbert Bren, Earl Brown,
Robert Canby, John Dille, David Dine-
man, Gene Farmer, William Jay Gold, Wil-
liam P. Gray, George Hunt, Richard W.
Johnson, Rudy Karkand, Percy Knuth,
Kenneth MacLeish, Tom Macrae, Mar-
shall Smith, Claude Stangor, John Thorne,
Margit Varga, Albert Warner, Robert
Wernick, A. B. C. Whipple, Richard L.
Williams.

RESEARCH STAFF
Marion A. MacPhail CHIEF
Assistants Jo Shoenart, Ruth Dennis, Mary
Lutherbes, Irene Baum, Valerie Vonder-
muhl.

REPORTERS Ruth Adams, Constance Bab-
ington-Smith, Barbara Banton, Mary Fran-
klyn, Barbara Bassett, Dean Brels,
Mathilde Canacho, Tom Carmichael, Kay
Doering, Laura Ecker, Jane Eaton, Phyllis
Fettkamp, Gertrude Felin, Jean Ferris,
Honor Fitzpatrick, Timothy Foote, Nancy
Gent, Doris Gensinger, Patricia Gilbert,
Ralph Graves, Terry Hansen, Jacquelyn
Hinds, Patricia Hunt, Sally Iselin, Edward
Kern, Eileen Lapouette, James Lebrun,
Jeanne LeMonnier, Germaine Lutz, Dana
Munro, Eleanor Parish, Dorothy Scheraga,
George Shinn, Katherine Shortall, Patricia
Roth, Margaret Thompson, London Wal-
wright, Donald Wilson, Jane Wilson, Monica
Wyatt, Warren Young.

COPY READERS Helen Dewell (Chief), Ber-
nice Adelson, Helen Eason, Dorothy Hixon,
Virginia Sadler, Rachel Tuckerman.

PICTURE BUREAU CHIEF
Dorothy Hoover
Alma Ingels, Library: Natalie Kosch,
Jane Hart, Barbara Browster, Mary Carr,
Betty Doyle, Margaret Goldsmith, Jennie
Hart, Ruth Lester, Maude Mier, Helen
Rounds, Margaret Sargant.

LAYOUT
Michael Phillips, Bernard Quint, William
Ginsburgh, Hilda Adlerberger, Matt Green,
Earl Kersh, Anthony Quinn, Frank Stock-
man, Dorothy Witkin, Alfred Zingaro.

NEWS SERVICES
DOMESTIC: Robert T. Edson (Chief), Law-
rence Laybourne, Cole Libbey, Bureau—
Washington: James Shorley, Edward F.
Jones, Robert Parker, Jane Hicker, David
Zutlin, Chicago: Ben Williams, Frank
Campion, Charles Chant, Norman Ross,
Los Angeles: Fritz Goodman, Gene Cook,
John Bryson, Robert Cuba, Stanley Fink,
Jeanne Stahl, Theodore Strauss, ATLANTA:
William S. Howland, Ron Reynolds, Bos-
ton: Jeff Wyke, W. J. Lane, Dallas: Wil-
liam Johnson, James T. H. Dwyer, Har-
bor: Richard Dwyer, Fred Collins, Robert
Drew, San Francisco: Milton Orloffsky,
SEATTLE: James L. McDonough Jr.

FOREIGN Manfred Gottfried (Chief of Cor-
respondents), Eugene Wark, G. W. Charles,
L. S. Brown, Louis C. Allen, Chicago
Editor: Francis Levison, Patricia Beck,
Joseph McArthur, Mervin Horne, Paris:
Andre Laguerre, John Jenkins, John
Stanley, Lee Loring, Doris Jane Hamblin,
Berkeley: Ludo Hobbins, Martin O'Neill,
Rome: George L. Jones, Roy Rowan, John
L. Lee, Athens: Mary Barber, Hilda Hixon,
Wood Fielder, Bangkok: Elmer Lower,
Tokyo: Frank Gilbey, Mexico City:
Robert Spens Benjamin, Rio de Janeiro:
Frank White, Buenos Aires: Robert New-
man.

PUBLISHER
Andrew Heiskell
ADVERTISING DIRECTOR
Clay Buckhart

NEW! A lighter-bodied cream tonic

Vitalis HAIR Cream

gives you that

"clean-groomed" look!



NO heavy film
NO sticky comb
NO messy hands
with the first cream tonic
made of pure vegetable oil!



Now the makers of famous Vitalis bring you a great new improve-
ment over ordinary thick, heavy
cream tonics... new Vitalis Hair
Cream!

You've never used a cream tonic
like this! So light, so fine. The first
cream tonic made of pure vege-
table oil, it grooms your hair per-
fectly, yet leaves no heavy film.
Always gives your hair the "clean-
groomed" look everyone admires.
Cleaner to use, too—rinses off comb
and hands with plain water. It's
homogenized for easy flow, comes
in a handy shaker-top bottle.

Moreover, Vitalis Hair Cream's
pure vegetable oil is a doctor's pre-
scription ingredient for dry, flaky
scalp—routs flaky dandruff fast.
Get this new, lighter, cleaner cream
tonic at your drug counter today.

She'll prefer that
"clean-groomed" look!

P.S. Ask your barber for a professional application of new Vitalis Hair Cream.
Made by Bristol-Myers—Dependable Products since 1887

SPEAKING OF PICTURES...



STODY WORKS AT LIVING-ROOM WINDOW WHILE HIS WIFE WATCHES A CURIOUS DOE

These scenes were taken from living-room window

Most nature-loving Americans looking out of their living-room windows can expect to see little more than a robin or an occasional rabbit hopping across the lawn. But in Arizona things are different. In the Tucson hills, where water is extremely scarce, Photographer C. F. Stody can look out of his living-room window any evening and watch Arizona's varied wildlife fraternizing around his tiny back-yard pool. When he told city friends they laughed, so he set up cameras at the window and collected the evidence on these pages. The animals pay no attention to his floodlights, but if the house lights are turned on, they scatter back to the hills. While Stody spends happy evenings on his hobby, his wife patiently washes dishes by candlelight.

MULE DEER ARE REGULAR VISITORS BUT ARE EASILY SCARED AWAY BY FLASHBULBS STODY USES TO AUGMENT HIS FLOODLIGHTS



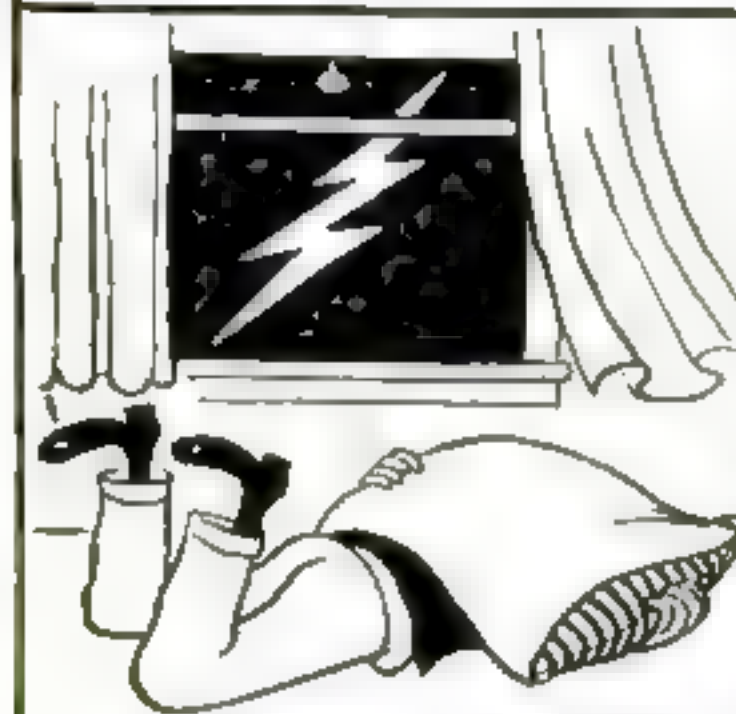


DRINKING FAUN IGNORES THE STARE OF GRAY FOX. FOX LOVES MEAT BUT ATTACKS NOTHING LARGER THAN BIRDS AND RODENTS

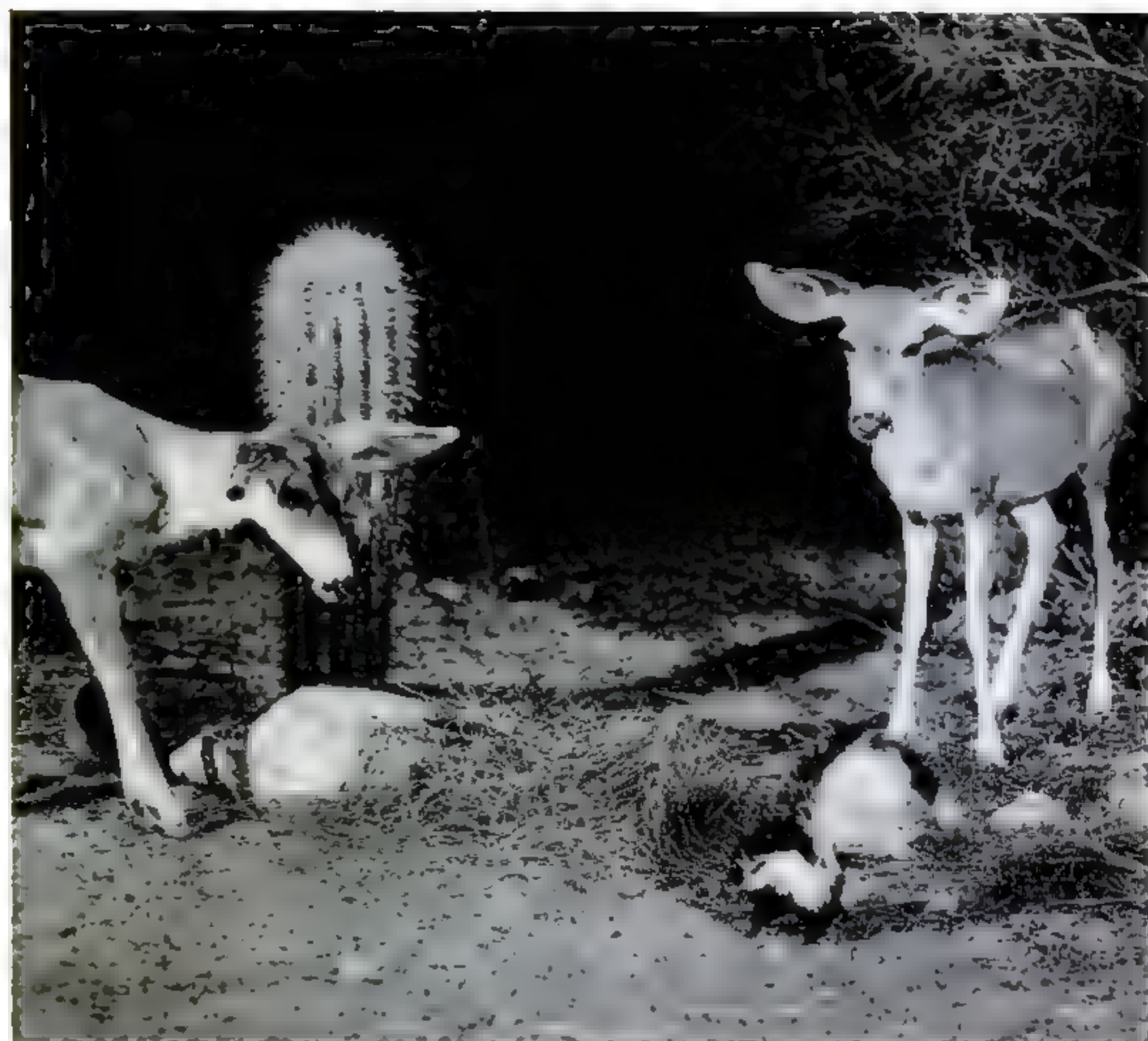
A DOE, FRIGHTENED BY NOISE, STARES INTO THE HOUSE, BUT HER YOUNG FAUN AND A JACK RABBIT ARE QUITE UNDISTURBED



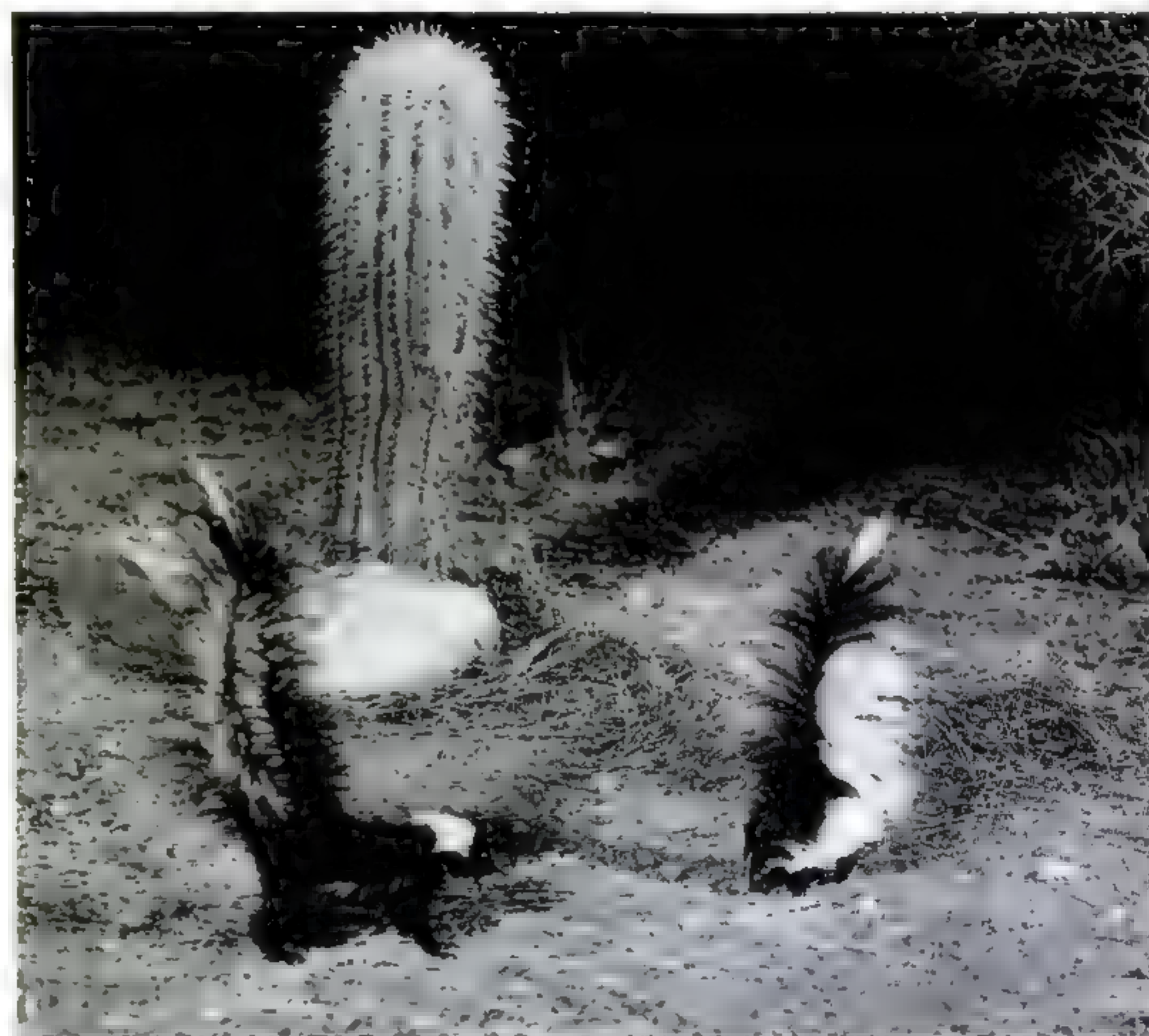
LOOKING
for SOMETHING
?



To find the products
you need-use the
YELLOW PAGES
OF YOUR TELEPHONE DIRECTORY



MULE DEER ARE SUSPICIOUS OF SKUNK WHO HAS COME FOR CHICKEN BONES STOODY LEFT OUT



WHEN SECOND SKUNK SHOWS UP THE DEER GO AWAY, LEAVING SKUNKS TO FIGHT OVER BONES

I WANT TO GET
A SET OF
LOW-PRESSURE TIRES.
WHICH KIND
SHOULD I BUY?



CAR MAKERS
CERTAINLY KNOW TIRES
-AND THEY USE MORE
GOODYEAR SUPER-CUSHIONS
THAN ANY OTHER
KIND.



YES, AND THE
PUBLIC BUYS MORE
GOODYEAR
SUPER-CUSHIONS, TOO.
YOU CAN'T GO WRONG WITH
SUPER-CUSHIONS!



Here's why leading car makers
and the public prefer this great
tire: It gives . . .

- A SOFTER RIDE!
- A SAFER RIDE!
- FEWER CAR REPAIRS!
- MORE MILEAGE!

Super-Cushion by
GOODYEAR

MORE PEOPLE RIDE ON GOODYEAR TIRES THAN ON ANY OTHER KIND

THE MOST BEAUTIFUL THING ON WHEELS



DOLLAR FOR DOLLAR

you can't beat a

PONTIAC



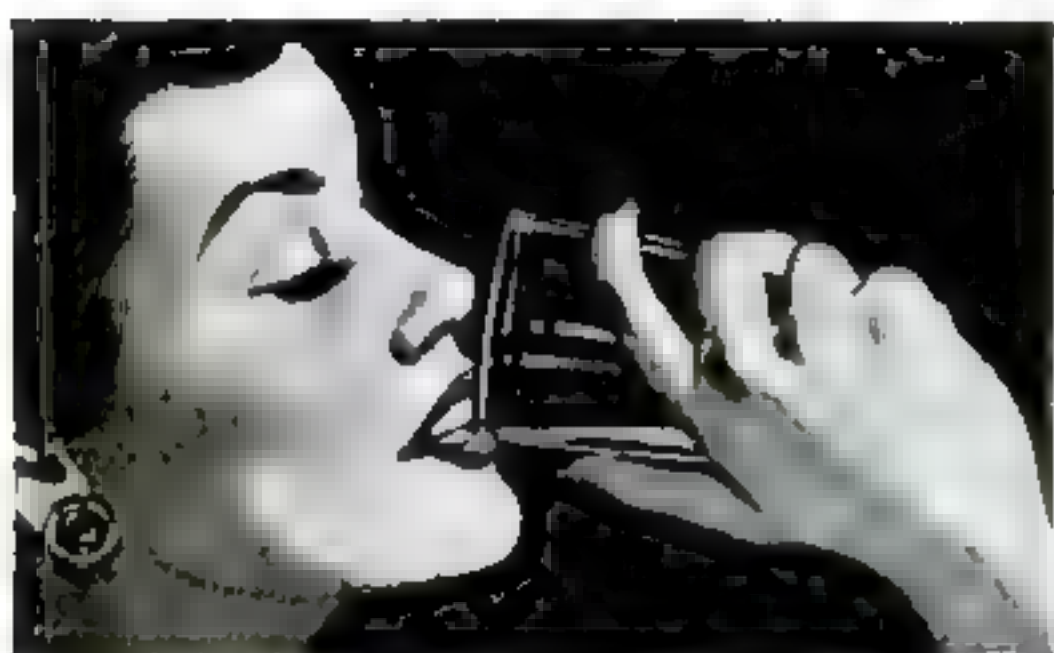


Bufferin

TRADE-MARK

Acts twice as fast as aspirin!

New product for fast pain relief doesn't disagree with you!



No tablet or powder can give you relief from pain until the pain-relieving ingredients enter the blood stream. No tablet or powder can *enter* the blood stream until the Pyloric valve (the trap door of the stomach) opens. Bufferin opens the trap door, gets *into* the blood stream *twice as fast* as aspirin, acts *twice as fast* to relieve pain.

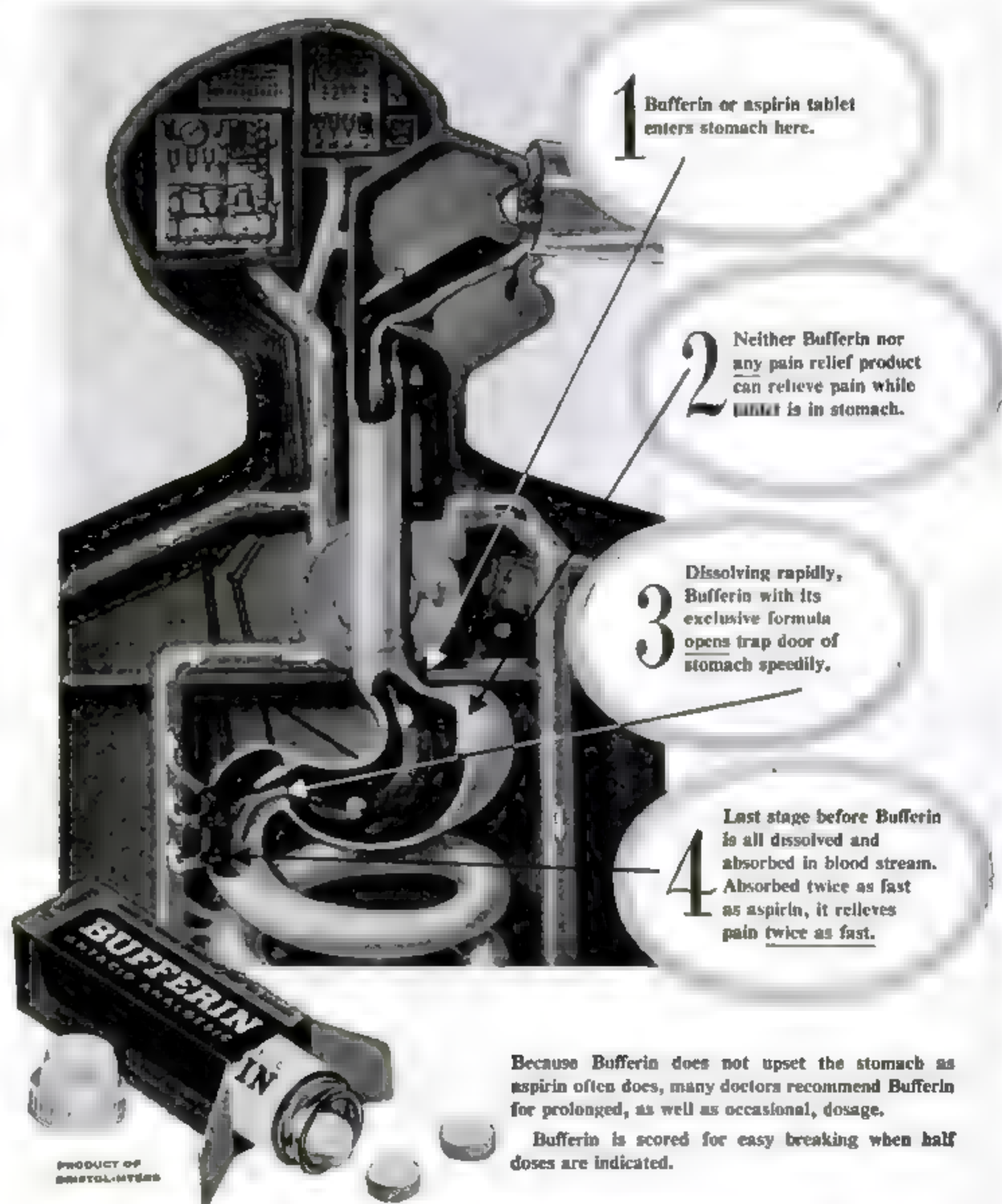


Clinical studies prove that Bufferin starts relieving pain *twice as fast* as aspirin. 20 minutes after taking Bufferin, people had *twice the amount* of pain-relieving ingredients in the blood stream as those who took aspirin. And Bufferin won't upset your stomach, because Bufferin is antacid, actually protects your stomach from aspirin irritation.



Ask your physician or dentist about Bufferin. Get Bufferin from your druggist. Carry the 12-tablet, pocket-size package. Keep the economical 36- or 100-tablet package in your home medicine chest. Bufferin is also available in Canada.

Here's how Bufferin acts twice as fast as aspirin



IF YOU SUFFER FROM ARTHRITIS OR RHEUMATISM, ASK YOUR PHYSICIAN ABOUT BUFFERIN

BIG PIPELINE ARMS TROOPS FOR BIG PUSH

TOKYO, Aug. 27. As U.N. forces continued to hold their perimeter against attacking North Koreans, correspondents riding to the front saw "an amazing" amount of new equipment arriving to bolster the Allied stand. Roads are jammed with new tanks, guns and trucks. Fields behind the front lines are converted into open-air storage bins for tons of rations, ammunition and other equipment. Much of it is part of the build-up for an eventual U.S.-South Korean counteroffensive.

Last week, as it became increasingly clear the U.N. would not lose its beachhead in Korea, there were strong signs that before long U.N. troops might be going from the defensive to the offensive. With U.N. forces already taking limited offensive action, General MacArthur's headquarters was saying that the war could be won by Thanksgiving—provided there was no direct outside intervention to help the North Koreans. And U.S. correspondents were filing dispatches like the one above which showed the U.S. was now filling its big supply pipeline to the Korean front and winning the important battle of logistics.

"Logistics," said General Brechon Somervell, Army supply boss in World War II, "is the art of getting the right number of the right men to the right place with the right equipment at the right time." In terms of fighting in Korea that meant rounding up men and supplies from all over the U.S. and sending them 5,000 miles across the Pacific with not a day to spare. It also meant sending continuous reinforcements of troops and hardware—GI slang for guns, tanks and ammunition—to the men up at the front, like the Marines on LIFE's cover.

A single U.S. infantry division, for example, needs a staggering 17,000 tons of equipment—weapons, trucks, fuel, food—just to get it started in combat. From then on, if it is fighting a delaying action such as the war in Korea has been so far, it needs an extra 436 tons of equipment a day, including medicine and replacement parts, to keep it going. If it is to go on the offensive, its daily needs jump to 580 tons. Last week the U.S. had five divisions in Korea reaching that stage, besides an Air Force to keep supplied with bombs and the Seventh Fleet off Formosa to keep stocked with fuel and shells.

As the requisitions came back, calling for more and more, West Coast ports were jammed with war shipping. Transports came out of mothballs, warehouses began to get a backlog of howitzers and jeeps. To accomplish all this within nine weeks, U.S. logistics experts have had to improvise a major miracle. On the following pages LIFE shows how they are doing it.



PERSHING TANK, consigned to the Marines, is hoisted off a dock at the Oakland Naval Supply Base

for loading onto a barge which will take it out to anchored cargo ship. Ship at dock carries personnel.

MATS AIRLIFT

236 planes: DC-4s, DC-6s, C-47s, C-54s, C-74s, C-97s. In 40-day period they delivered 15,000 passengers and 3,000 tons of cargo.
Round trip, Tacoma-Tokyo: 72 hours.
Round trip, San Francisco-Tokyo: 120 hours.
Turn around time in Japan and U.S.: 12 hours.



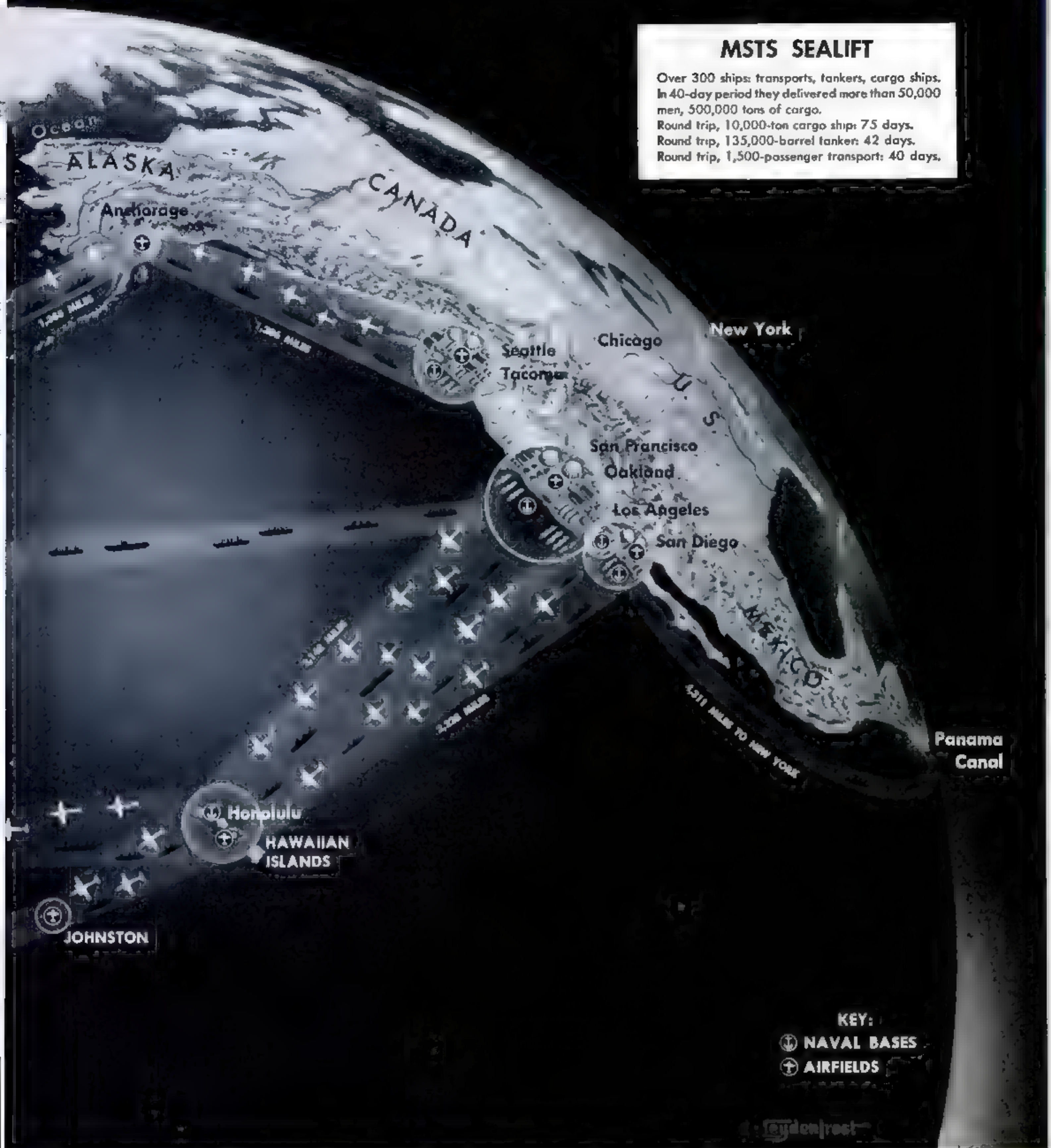
THE BEACHHEAD IS FED BY SHIPS AND PLANES

One look at this map, on which the Korean beachhead is a tiny white spot thousands of miles from U.S. ports, shows how big the logistics job is. Most of the cargo and troops go on ships belonging to the Navy-run Military Sea Transportation Service. The big MATS fleet is

made up of ships belonging to the Navy, plus some chartered from commercial shipping companies. Ships sailing through the Panama Canal from the East to West Coast and others sailing directly to Japan from Middle East oil fields pour additional supplies into the main pipeline.

MSTS SEALIFT

Over 300 ships: transports, tankers, cargo ships.
In 40-day period they delivered more than 50,000
men, 500,000 tons of cargo.
Round trip, 10,000-ton cargo ship: 75 days.
Round trip, 135,000-barrel tanker: 42 days.
Round trip, 1,500-passenger transport: 40 days.



Though most of the cargo is hauled direct from California to Japan, some is dumped along the way to build stock piles and equip U.S. island bases in the Pacific.

Passengers with high priorities, like doctors and Marine replacements, and cargo with high

priority, like bazookas and airplane parts, are flown in planes run by the Military Air Transport Service. MATS has 160 planes of its own, 60 chartered from U.S. airlines, nine loaned and flown by Canadians and one by a Belgian airline. Though they have no one shooting at them

on their long, lonesome flights the pilots are not completely isolated from the war. On the northern route, as they near Misawa, flying within 60 miles of Russian territory, they get a squawk on their radios which means the Russians are jamming the sets and trying to force them off course.

CONTINUED ON NEXT PAGE 19



AWAITING PIER SPACE, these cargo and transport ships ride at anchor in the early morning fog off Goat Island, on San Francisco Bay, beyond the west

span of the Bay Bridge to Oakland. After being loaded at nearby military piers, they will sail the Pacific singly instead of in convoys as ships did in World War II.

PACIFIC COAST AGAIN WEARS WARLIKE LOOK

Luckily for the U.N. forces in Korea and for the free world in general, the U.S. had kept in good shape a splendid string of pumping stations for the trans-Pacific pipeline. They were the vast air- and seaports on the Pacific coast, which had served as staging areas in World

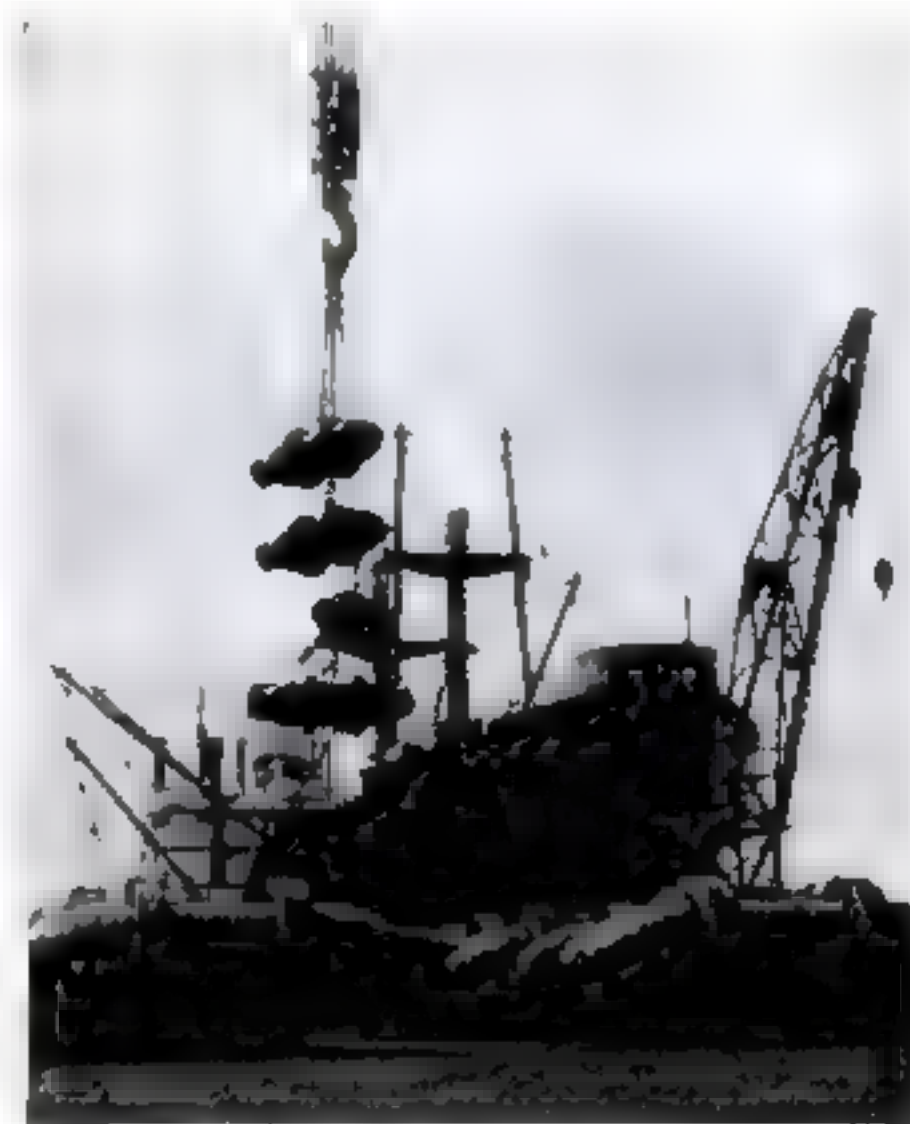
War II (see map pp. 18, 19). Without them the West Coast would have become a horribly congested bottleneck in the new Pacific crisis. But last week, full of orderly commotion, they were sending men and matériel westward in a smooth and mighty surge. From the Oakland



SUPERBAZOOKA AMMO, 10 planeloads, was first cargo flown from McChord Field on north route.



MOVIE FILMS, like morale-boosting mail from home, are given priority at Fairfield-Suisun air base.



FOUR AT A TIME, 500-lb. general-purpose bombs are loaded at San Diego, bound for B-29 bomb bays.



WORKING AROUND CLOCK, ground crews who store equipment in tents in foreground rush inspection and overhaul work on three C-54 troop carriers at

McChord Field, Wash. Flying the great circle route to Japan, pilots of these planes fight 100-knot gusts of wind at Shemya, often land by instrument in Aleutian fogs.

Naval Supply Center, largest in the world, to the Seattle and San Diego ports of embarkation, the cargo ships were loading and leaving with everything from railway hospital cars and bombs to chewing gum and comic books. At McChord Field near Tacoma, Wash. (above)

and Fairfield-Suisun Air Base east of San Francisco Bay the rumble of airplane engines never died away as the big transports flew out with troops and high-priority cargo and flew back with the wounded.

Back of the Pacific coast pumping stations,

industrial plants all over the country were feeding war matériel into the pipeline. Last weekend, with the threat of a nationwide rail strike removed by U. S. seizure of the railroads, there was nothing to prevent the flow from building up to the overpowering force needed for victory.



100,000 BARRELS OF OIL are stacked on shore at Point Molate Navy Fuel Annex, Richmond, Calif. Out at the end of the pier two tankers are taking on fuel

for the trip west, loading oil in bulk which is pumped out in huge pipes along the pier. In one 40-day period the Pacific pipeline moved two million barrels of fuel.

Big Pipeline CONTINUED

LEAVING SAN FRANCISCO, a load of mixed personnel boards a MATS plane at Fairfield-Suisun

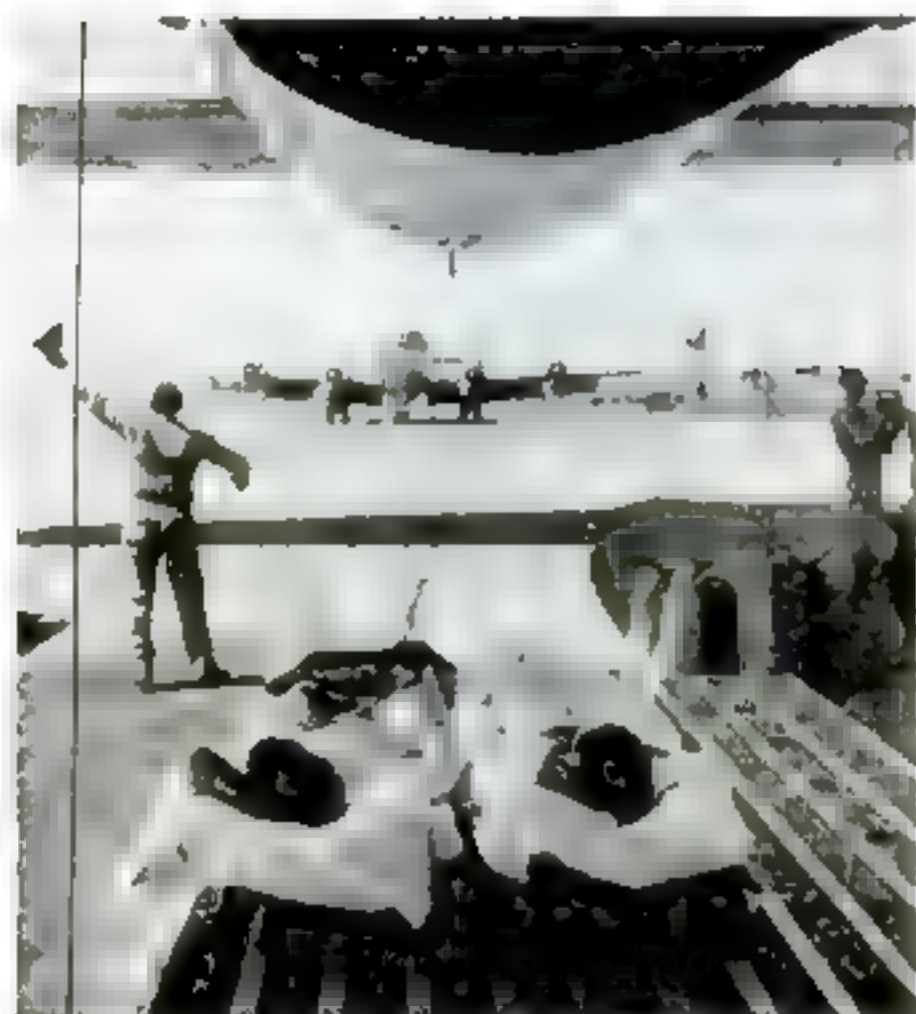
airfield. The huge aircraft carried 27 passengers, 12 crewmen and almost four tons of high-priority cargo.

THESE ARE THE MEN WHO RIDE THE AIRLIFT

As important as the statistics of the Pacific airlift are the people who man and ride in the planes. To get their story *LIFE* Photographer Joe Scherschel made a five-day, 12,310-mile round trip from San Francisco to Tokyo. Outward bound, he rode with a planeload of mixed personnel

ON WAKE ISLAND Marines enter a Tokyo plane before dawn. They marched voluntarily to the plane

to Hawaii and with 50 combat bound Marines from Hawaii to Wake Island and Tokyo. All of them were tense, laughing loudly at unfunny jokes, singing without much enthusiasm at the overly gay prompting of an airline stewardess. A few were eager for combat—Marine Lieut.



BEFORE TAKE-OFF for Hawaii, from San Francisco, C-97 taxis as wounded, in from Korea, watch.



COURIER, Lieut. Frank Hensley, reads a comic book after carrying secret material aboard plane.



AIR FORCE NURSE, Major Lillie Crow of Marion, La., gulps water on San Francisco-Hawaii run.



MARINES SING somewhat self-consciously with Pan-American stewardess as Lieut. H. J. Smith, dutifully singing too, stares moodily out the plane window



IN TOKYO 34½ hours after leaving San Francisco, Marines line up on the runway and get rifles ready for inspection. They will leave for Korea almost at once.



to show their disgust for some administrator who ordered a bus to carry them one and a half blocks.

H. J. ("Hogjaw") Smith (bottom, left) modestly admitted to doing 500 push-ups a day to keep in shape. Others wryly told how they had been selected as "volunteers."

Homeward bound, Scherschel rode with a cargo of wounded men. One talked about the war,



PLANELOAD OF WOUNDED is checked in mid-Pacific by USAF Colonel Raymond L. Curtice (left).

Colonel Curtice commands the 1500th Air Transport Group, insists on riding a plane instead of a desk.

said he was surprised that many of the enemy could speak English. "They were real close," he said. "I could hear them say, 'Play it cool, Joe. We're coming to get you.'"

Late at night Scherschel walked through the darkened plane, found most of the wounded

men sleeping. But one was wide awake, sitting up, his face bandaged where fragments from a mortar shell had torn into his cheek. "You all right?" asked Scherschel. "Sure," said the soldier. "But how in hell can I sleep with those propellers outside singing *Home Sweet Home*?"



SECOND PILOT, Lieut. Charles L. Hall, goes to sleep in the cockpit while waiting his turn at controls.



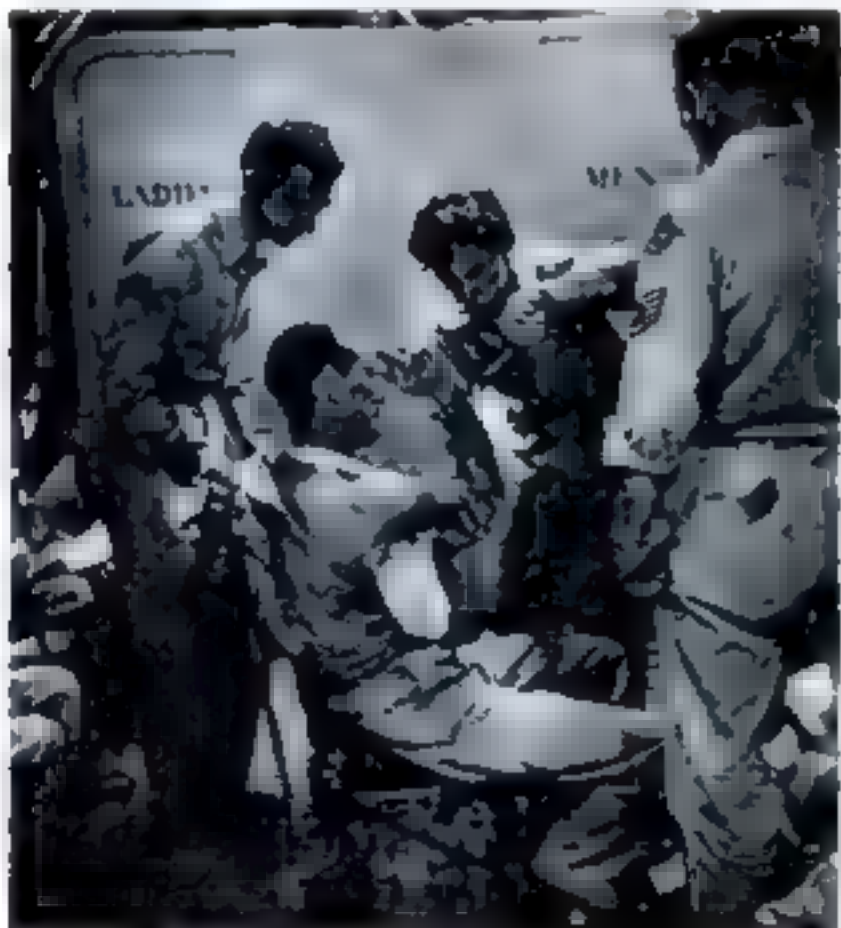
IN HAWAII, after a stopover following 11-hour run from U.S., passengers reboard plane for Wake.



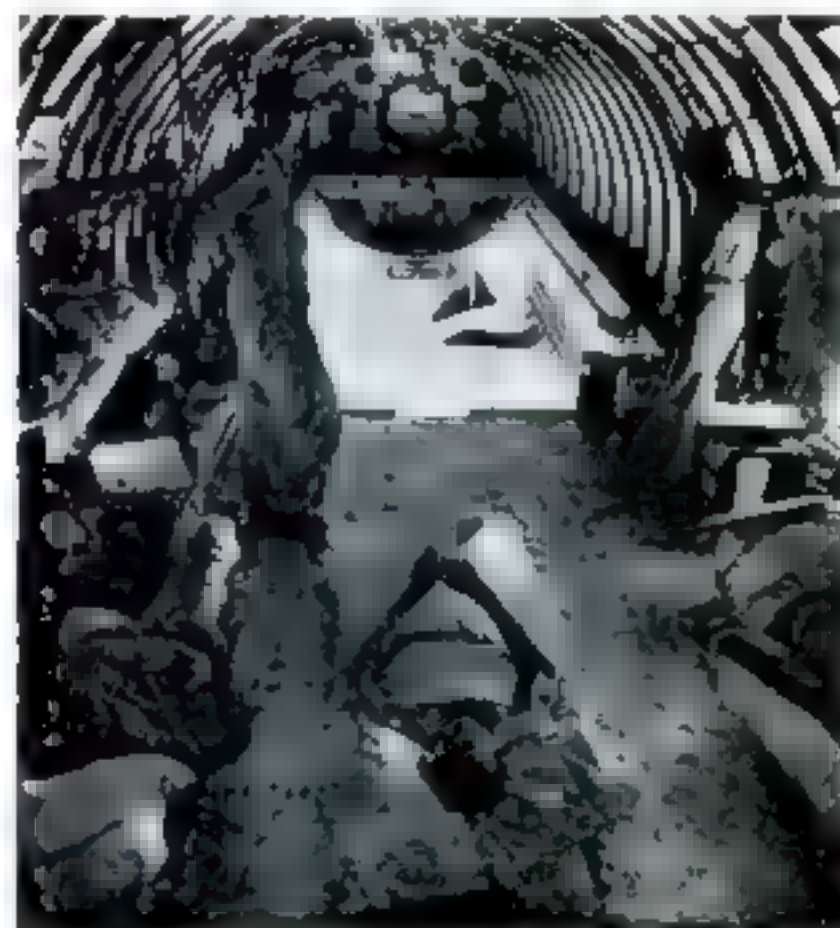
HOMESICK MARINE on Wake Island writes a card to his girl before taking off on flight to Tokyo.



NEWLY WOUNDED lie on stretchers in Tokyo waiting to be hoisted aboard plane for evacuation.



BANDAGE IS CHANGED in mid-flight by nurse. All wounded go to U.S., but some stop over in Hawaii.

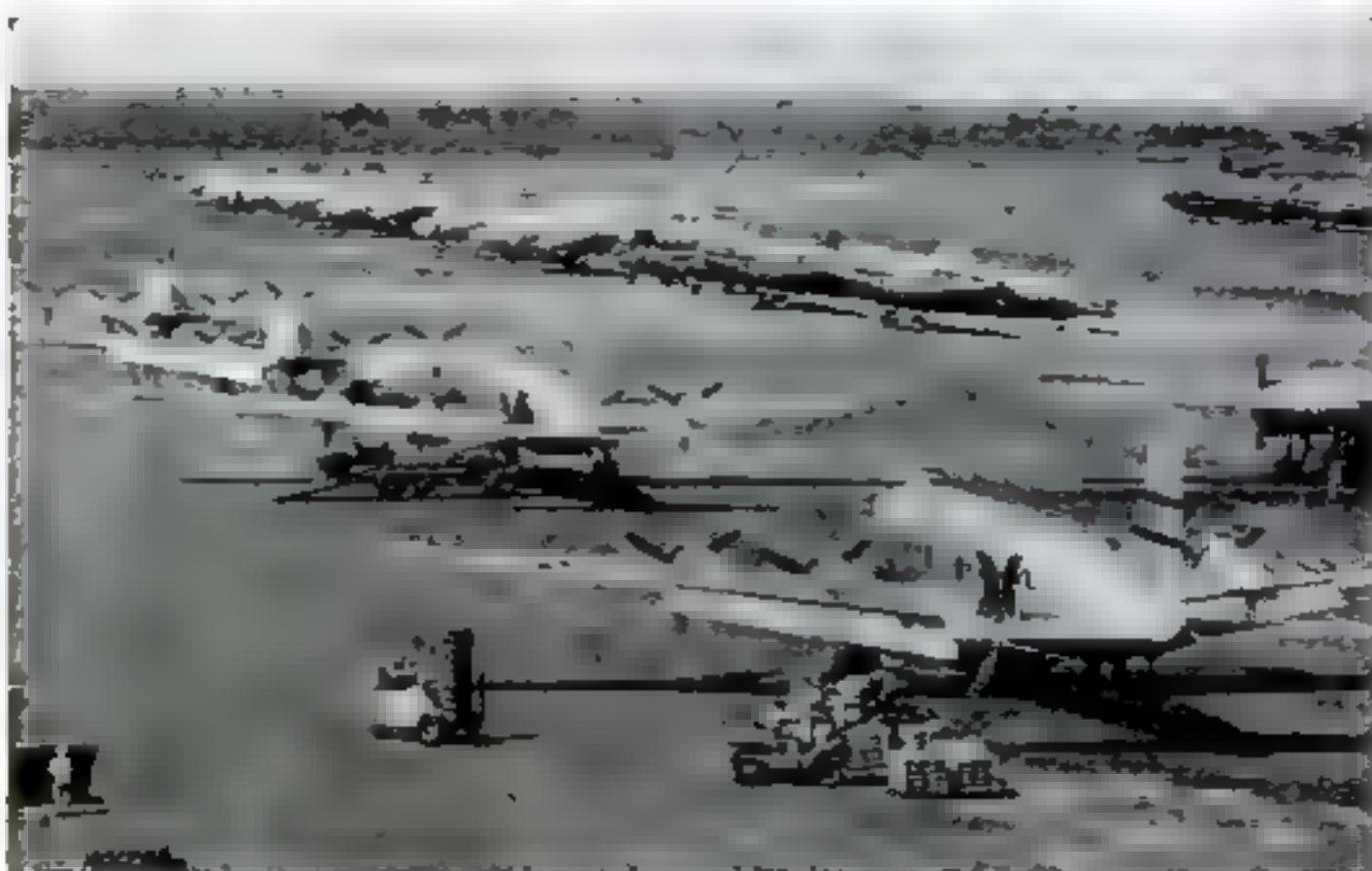


BACK HOME in the U.S., the wounded wait to be lowered through plane's hatch to ambulances below.

IN KOREA THE SUPPLIES STACK UP AND ROLL ON TO FIGHTING FRONT



"HOTEL DE GINK," gym at Haneeda Air Base, is the airlift dormitory.



PLANES CROWD the flight apron at Tachikawa airfield near Tokyo, where trans-Pacific airlift cargoes are transferred for shuttle to airstrips in South Korea.



NEW BROOMS and shovels at Pusan wait their turn to be shipped on.



IN PUSAN HARBOR thousands of drums of machine oil, gasoline and jet fuel, unloaded from MSTC cargo ships, are stock-piled for transshipment to the front.

With new shipments of oil and gas coming into Korea each week, the stock pile is rapidly being built up to handle the huge demands of the coming U.S. offensive.



KOREAN LABORERS at Pusan unload air cargoes, maintain strips.



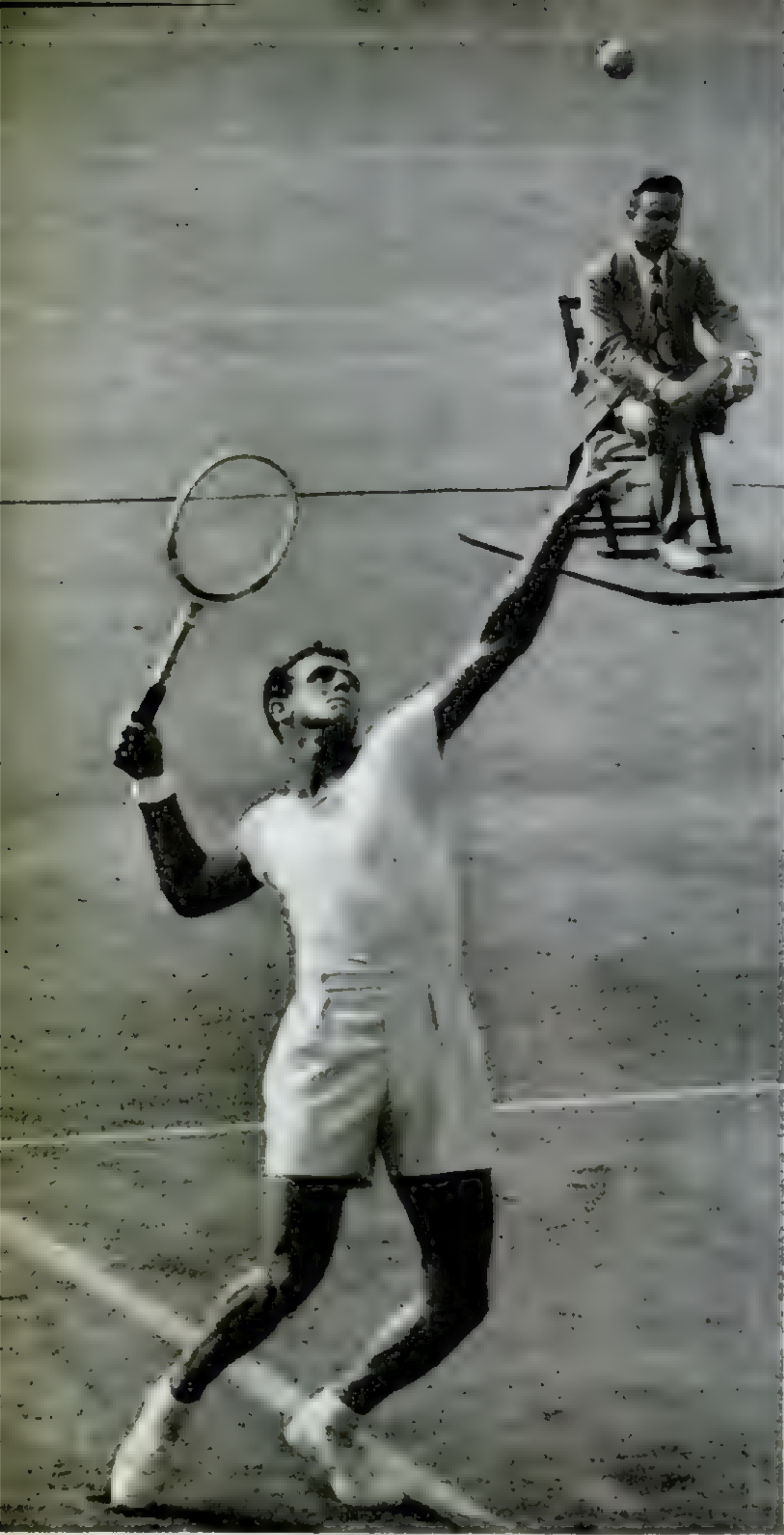
ON LAST LAP an ox takes C-rations to 27th Infantry Regiment at front.



GOOD CUSTOMER of the pipeline, a field artillery battery of the 25th Division near Haman, used 600 rounds of ammo, got seven Red tanks in one night.

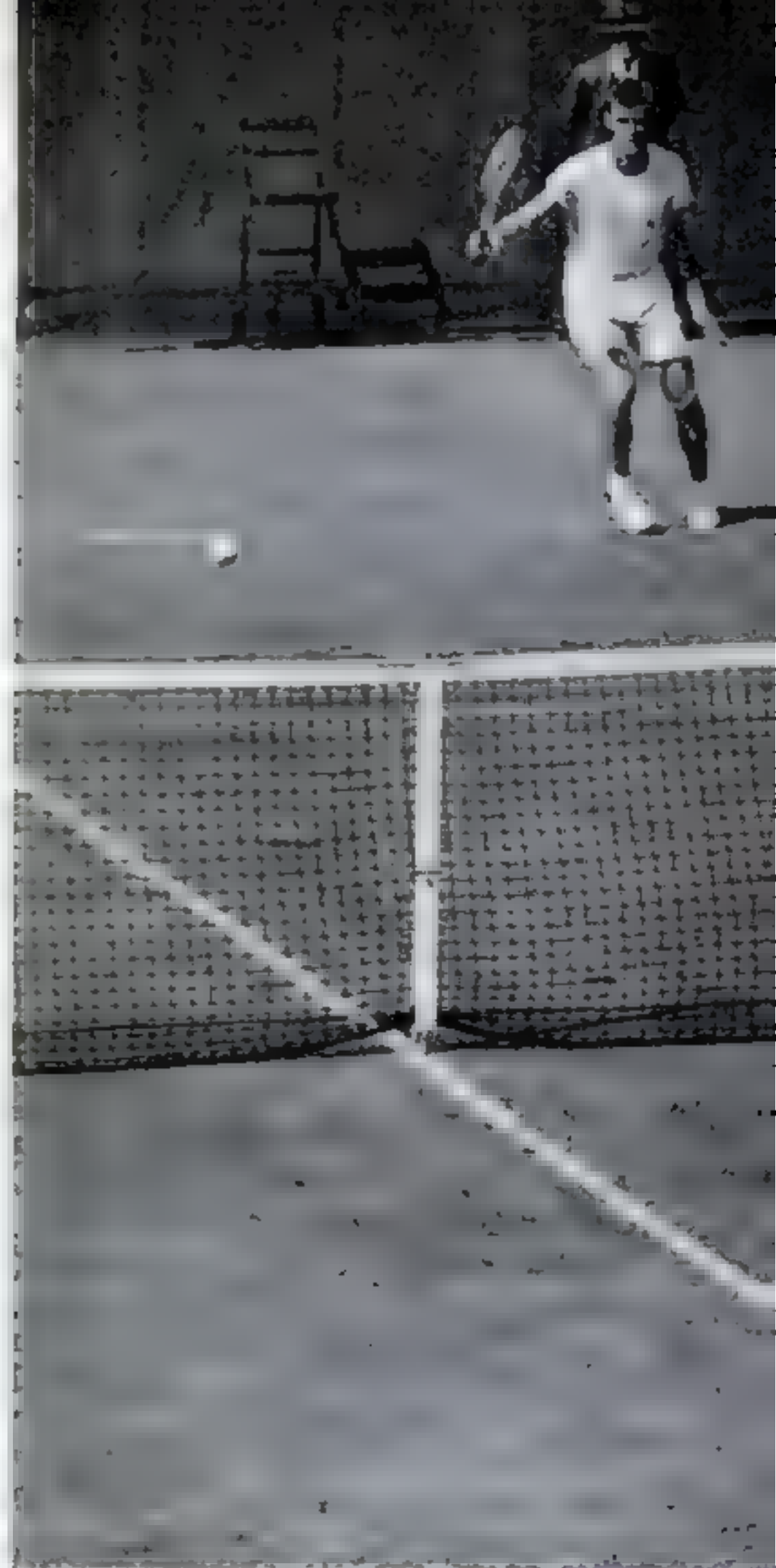
HALF TRACKS, TANKS, TRUCKS SWARM ASHORE FROM SHIPS AT PUSAN DOCKS →





McGREGOR'S BIG SERVE was best shown in Cup play. The Australian also showed firm ground strokes

and a delicate volleying touch. Experts promptly predicted he would soon be the world's best amateur.



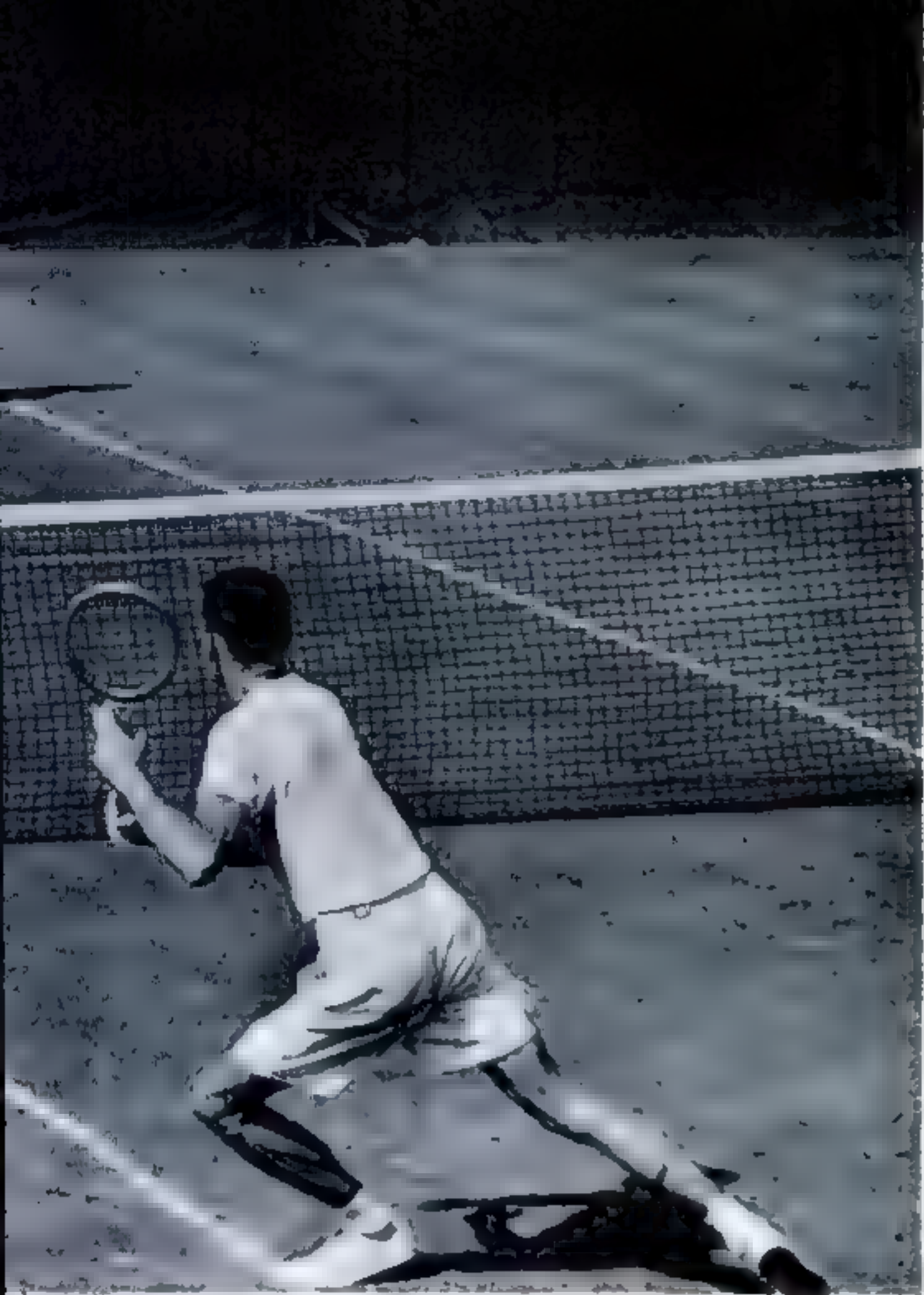
AUSTRALIA'S SEOGMAN (FAR COURT) ANGLES A

AUSTRALIA GETS BACK DAVIS CUP

Two young, up-and-coming stars rout the favored American team



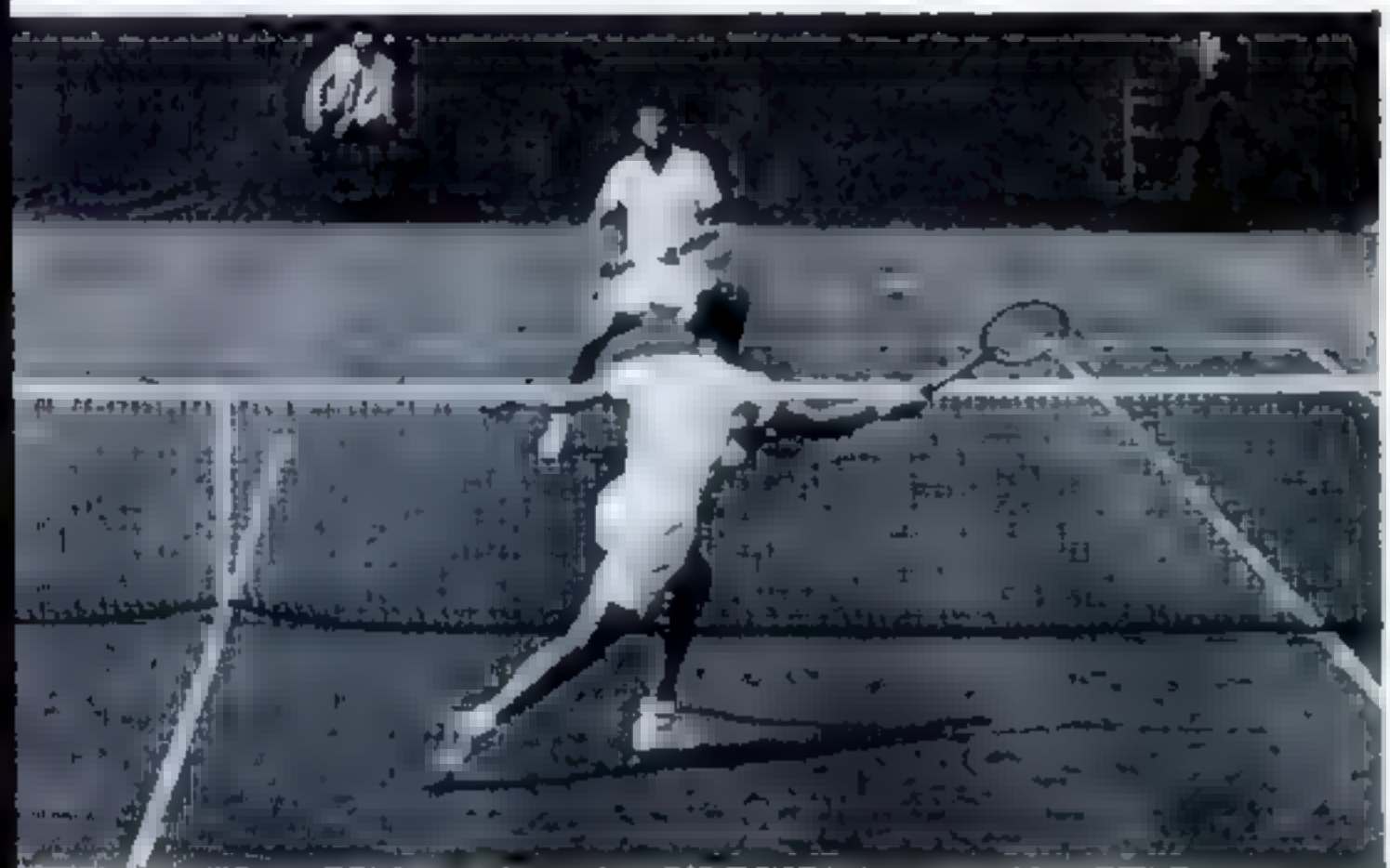
BITTER END of U.S. supremacy in amateur tennis is brought about by 31 year old Jack Bromwich



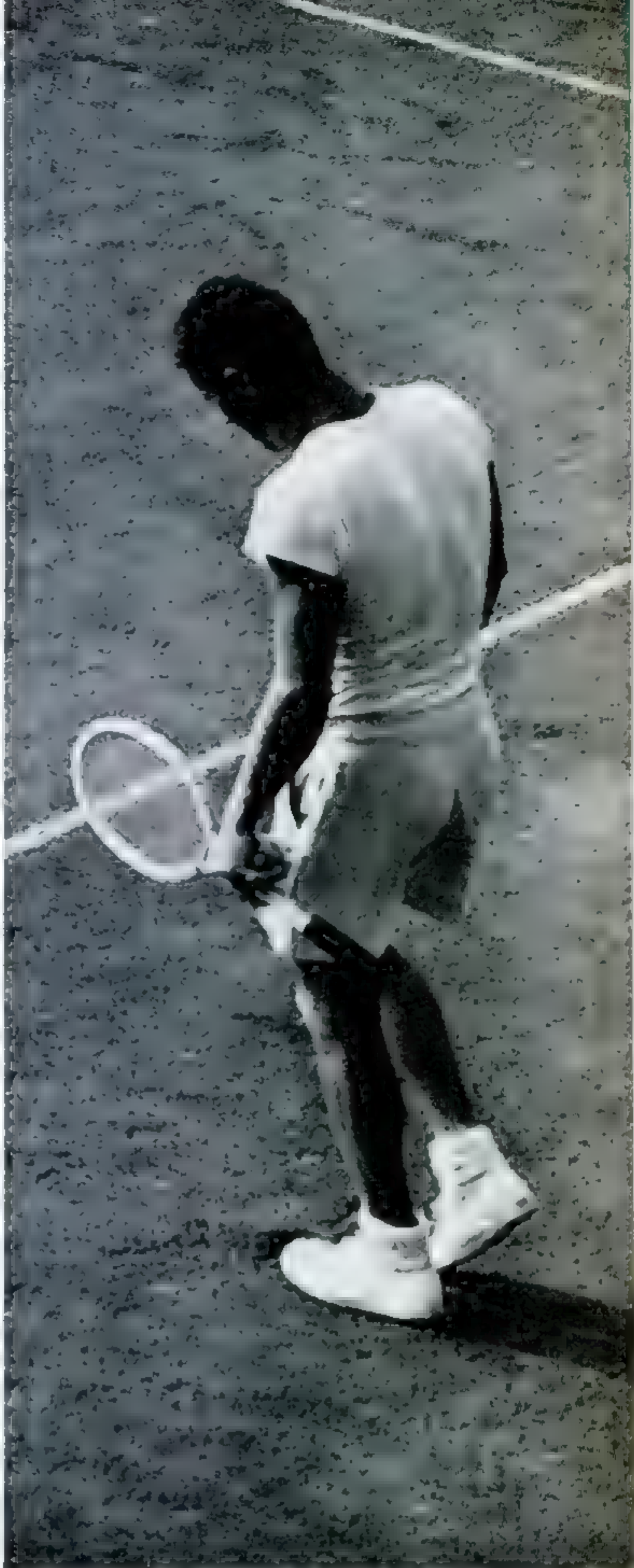
CROSS-COURT PLACEMENT PAST TOM BROWN. SEDGMAN WON, 5-0, 3-6, 2-7

The Australian Davis Cup team arrived in the U.S. last month grim and determined. Underdogs in the challenge round against the U.S., they went at their training like prizefighters. Every morning they were out on the road for an eight-mile run. During the day they played vicious practice matches against each other. At night they were in bed by 9:30.

The training and the determination paid off at Forest Hills. In the first match 22-year-old Frank Sedgman blasted American Tom Brown off the court. This was expected. But then came the unexpected. An almost unknown 21-year-old Australian named Ken McGregor, a last-minute choice for the singles, played U.S. star Ted Schroeder to a standstill in the first set, won 13-11, went on to win in straight sets. Next day the Australians won the doubles and took back the Cup they had lost to the U.S. in 1946. Americans, doubly gloomy, remembered that on two previous occasions when Australia won the cup—1914 and 1939—a world war followed.



and Sedgman (near court) who defeated Mulloy and Schroeder, 4-6, 6-4, 6-2, 4-6, 6-4, in the third match. Here Sedgman (right) flicks a sharp volley at Mulloy's feet.



DISCONSOLATE, Ted Schroeder trudges back to position after losing a point to McGregor. It was Ted's first Davis Cup defeat in four years of competition.



EGYPT'S NEW CHARMER

A young friend dances for vacationing Farouk

Feeling the need of a vacation, King Farouk of Egypt embarked for France. Crossing the Mediterranean in his yacht, then crossing France in a caravan of seven Cadillac's, he wound up at the seaside resort of Deauville, where the international set was enjoying its most glittering fling in 30 years. He picked up some spare change at the Deauville Casino and scouted some female singing talent for Cairo nightclubs. In his honor the Casino held a special Franco-Egyptian Gala and for his pleasure imported an old friend, Samia Gamal, the "National Dancer of Egypt." Before an audience that included the Aga Khan, Samia wined her way through a dance called "The Bride of the Nile" (1936), giving Deauville a good look at what a newsman called "the prettiest belly east of the Atlantic."



LEAVING CASINO, Gambler Farouk gives no clue to luck in expressionless face. After five nights of play he was reported to be \$32,000 ahead.

← **BAREFOOT AND BARE-BELLIED,** Samia Gamal dances for the king. After a London engagement she is scheduled to appear in New York.

EGYPT'S OLD FAITHFUL

The Channel champ wins biggest swim ever

While Farouk relaxed in Deauville, one of his subjects was distinguishing himself a little farther north along the French coast with an arduous performance. At 2:35 a.m. on Aug. 22, in a mass Channel swim to end all Channel swims, 24 well-greased contestants from 12 nations began a race from Cap Gris Nez to Dover, sponsored by the London *Daily Mail*. A half mile from England the leader, a French electrician, heard his trainer yell from an accompanying launch, "L'Egyptien!" It was Hassan Abd-el-Rehim, 41, who had already swum the Channel twice. Abd-el-Rehim pulled ahead to win. Then he said, "Allah be praised! I could turn around and do it again!" First person to swim the Channel three times, he set a new record of 10 hours, 53 minutes and won a \$2,800 prize.



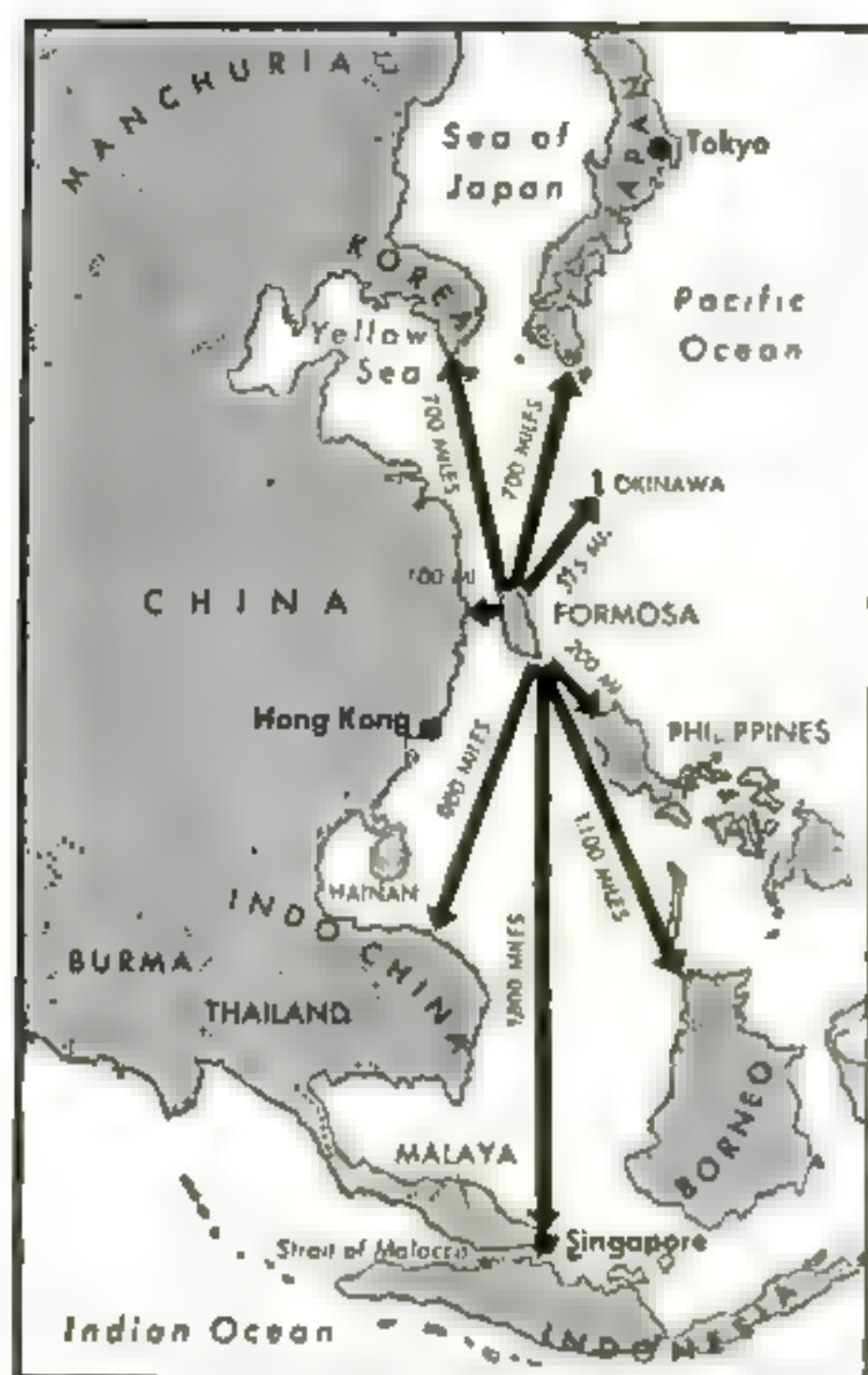
AT START OF RACE contestants face shore of Cap Gris Nez for final instructions, silhouetted by flares on beach. Nine of 24 starters finished, including two of three Egyptians in race.

STUMBLING ASHORE at Dover, Abd-el-Rehim fell six times while wading out and walking required three paces from water's edge. The only American, David Frank, quit after eight miles.



FIGHTING FOR WHAT?

MACARTHUR'S MASTERLY STATEMENT FILLS A VOID IN U.S. THINKING



FORMOSA THE LINK

MacArthur's message to the Veterans of Foreign Wars, which we print as our editorial of the week in the adjoining columns, impresses us as a masterly statement for the precise reason that it correctly judges the interaction between good strategy and politics. Speaking as a strategist, the general makes it indubitably clear that Formosa is a most vital link in the defense of the U.S. on the western shores of the Pacific. Lose that link and the Aleutians-Japan-Okinawa-Formosa-Philippines defense line is badly breached; protect it and the U.S. and its friends throughout the Pacific basin are relatively safe from harm. (The distances on the map, printed above, tell the story better than words.) But if strategical considerations make the defense of Formosa an imperative, there are other, more positive reasons why a strong stand on Formosa is necessary to the cause of freedom in the world. As MacArthur indicates, the way to make friends throughout the Far East is to show valor, brains, decision and heart in the conduct of one's foreign policy. A successful defense of Formosa would be worth billions of pages of pamphlets to the U.S. cause on the Asiatic mainland.

On July 10 we said on this page: "The American problem in Asia can be divided into two parts—although actually they are inextricable. There is the question of the military defense of the U.S. And there is the question of our constructive, brotherly relations with the people of Asia." MacArthur has provided a polestar to guide the U.S. in thinking about the two-pronged but essentially unified American problem in the Pacific and Asia.

In a message prepared for delivery to the Veterans of Foreign Wars, meeting early this week in Chicago for their 1950 National Encampment, General Douglas MacArthur, Commander in Chief of the U.N. forces in Korea, made the first statement on Formosa and its strategic and political importance that he has ever given for direct quotation and under his own name. Because of its transcendent importance to the American people, we offer a slightly condensed version of it as this week's editorial. Said General MacArthur:

In view of misconceptions . . . being voiced concerning the relationship of Formosa to our strategic potential in the Pacific, I believe it in the public interest to avail myself of this opportunity to state my views thereon to you. . . . To begin with, any appraisal of that strategic potential requires an appreciation of the changes wrought in the course of the past war. Prior thereto the Western strategic frontier of the United States lay on the littoral line of the Americas with an exposed island salient extending out through Hawaii, Midway, and Guam to the Philippines. That salient was not an outpost of strength but an avenue of progress along which the enemy could and did attack us. . . .

All of this was changed by our Pacific victory. Our strategic frontier then shifted to embrace the entire Pacific Ocean. . . . We control it to the shores of Asia by a chain of islands extending in an arc from the Aleutians to the Marianas held by us and our free allies. From this island chain we can dominate with airpower every Asiatic port from Vladivostok to Singapore and prevent any hostile movement into the Pacific. . . . Our line of defense is a natural one and can be maintained with a minimum of military effort and expense. It envisions no attack against anyone nor does it provide the bastions essential for offensive operations, but properly maintained it would be an invincible defense against aggression. If we hold this line we may have peace—lose it and war is inevitable.

The geographic location of Formosa is such that in the hands of a power unfriendly to the United States it constitutes an enemy salient in the very center of this defensive perimeter, 100 to 150 miles closer to the adjacent friendly segments—Okinawa and the Philippines—than any point in continental Asia. At the present time there is on Formosa a concentration of . . . air and naval bases which is potentially greater than any similar concentration on the Asiatic mainland between the Yellow Sea and the Strait of Malacca. . . . An enemy force utilizing those installations currently available could increase by 100% the air effort which could be directed against Okinawa as compared to operations based on the mainland and at the same time could direct damaging air attacks with fighter type aircraft against friendly installations in the Philippines. . . . Our air supremacy at once would become doubtful. . . .

Formosa in the hands of [a] hostile power could be compared to an unsinkable aircraft

carrier and submarine tender ideally located to accomplish offensive strategy and at the same time checkmate defensive or counter-offensive operations by friendly forces based on Okinawa and the Philippines. This unsinkable carrier-tender has the capacity to operate from 10 to 20 air groups of types ranging from jet fighters to B-29 bombers as well as to provide forward operating facilities for short-range coastal submarines. . . .

Should Formosa fall and its bases thereafter come into the hands of a potential enemy of the U.S., the latter will have acquired an additional "fleet" which will have been obtained and can be maintained at an incomparably lower cost than could its equivalent in aircraft carriers and submarine tenders. . . .

Historically, Formosa has been used as a springboard for . . . military aggression directed against areas to the south. The most notable and recent example was the utilization of it by the Japanese in World War II. . . . The supporting air forces of Japan's army and navy were based on fields situated along southern Formosa. From 1942 through 1944 Formosa was a vital link in the transportation and communications chain which stretched from Japan through Okinawa and the Philippines to southeast Asia. As the U.S. carrier forces advanced into the western Pacific, the bases on Formosa assumed an increasingly greater role in the Japanese defense scheme. Should Formosa fall in the hands of a hostile power, history would repeat itself. . . .

Nothing could be more fallacious than the threadbare argument by those who advocate appeasement . . . in the Pacific that if we defend Formosa we alienate continental Asia. Those who speak thus do not understand the Orient. They do not grasp that it is the pattern of Oriental psychology to respect and follow aggressive, resolute and dynamic leadership—to quickly turn from a leadership characterized by timidity. . . . Nothing in the last five years has so inspired the Far East as the American determination to preserve the bulwarks of our Pacific Ocean strategic position from future encroachment, for few of its peoples fail accurately to appraise the safeguard such determination brings to their free institutions. To pursue any other course would be to turn over the fruits of our Pacific victory to a potential enemy. It would shift any future battle area 5,000 miles eastward to the coasts of the American continents, our own home coasts; it would completely expose our friends in the Philippines, our friends in Australia and New Zealand, our friends in Indonesia, our friends in Japan and other areas, to the lustful thrusts of those who stand for slavery as against liberty, for atheism as against God.

The decision of . . . Truman on June 27 lighted into flame a lamp of hope throughout Asia that was burning dimly toward extinction. It marked for the Far East the focal and turning point in this area's struggle for freedom. It swept aside in one monumental stroke all of the hypocrisy and the sophistry which has confused and deluded so many people distant from the actual scene.

Every day **27 Million People** share this happy eating habit



Soup's on! Heat up some soup, make some tasty sandwiches... and in two shakes you have a nourishing and appetizing lunch!



Lunch at school Experts agree that growing children need one hot dish at noon. And soup is just the thing!

SOUP FOR LUNCH

Businessman's lunch How not to fall asleep in the afternoon. Eat a nourishing, sensible lunch—built around a substantial soup!



SOUP IS TOP LUNCH FAVORITE, SURVEY SAYS
27 million soup servings a day... right across the nation!... That makes soup by all odds the top favorite hot dish at America's midday meal. And no wonder! For, as Campbell's make it, soup is delicious... nourishing... easy to digest. It's ready in four minutes. It's thrifty... no waste, an outstanding food value. And there are 21 Campbell's kinds to choose from—a soup for every menu and every taste. So today... have soup for lunch!



Lunch at home for a man Start him off with a good big bowl of hearty soup. ... Always a sure-fire hit!



SOUP AND DESSERT

Campbell's Chicken Noodle Soup
Generous pieces of plump, tender chicken... mingled with golden egg noodles in gleaming broth! It's an old Colonial favorite.

Chocolate Cake

Milk

SOUP, SANDWICH AND DESSERT

Campbell's Green Pea Soup
A purée of sweet young garden peas blended with fine table butter.... Extra-nourishing, and mighty good!

Ham Salad Sandwich

Apple Sauce

Tea

SOUP AND SALAD

Campbell's Vegetable-Beef Soup
Lots and lots of luscious garden vegetables mingled in rich beef stock... with pieces of good lean beef all through!

Pear and Grape Salad

Crackers

Coffee

Enjoy The World's Finest MOUNDS *and*

*Luscious, Snowy-White, Tree-Ripened Coconut
With A Double-Thick, Rich Chocolate Coating
—And Really Home-Kitchen Fresh!*



Watch For The HANK McCUNE SHOW Over NBC Television

Masterpieces In

Coconut Candy... ALMOND JOY

nd Joy
DOUBLE BAR 10¢
MOUNDS
PAUL'S • DOUBLE BAR 10¢

PETER PAUL, INC.
Naugatuck, Conn.

Twice As Much!—Twice As Good!—Twice As Fresh!

TAKE A BITE of the rich, creamy-smooth chocolate of a Peter Paul's MOUNDS or ALMOND JOY... linger over that luscious, snowy-white coconut center... and see how fresh, how satisfying, how downright *delicious* a candy bar can be! We make our candy with loving home care—wrap it specially so it's really *home-kitchen fresh*!

● In MOUNDS, we use *fresh*, velvety-smooth *bittersweet* chocolate blended to Peter Paul's own formula. A deep, double-thick coat of it blankets a marvelous center that's simply *filled* with lots

and lots of juicy-moist, tender coconut fresh from the finest groves in the warm Philippines!

● In ALMOND JOY, we take this same wonderfully sweet coconut center... top it with big, crunchy, freshly toasted almonds and coat it generously with mellow *milk* chocolate!

● For candy that's twice as good, twice as fresh, ask for MOUNDS or ALMOND JOY. You get twice as *much*, too! For *each* is a double bar—giving you two generous pieces for only a dime. Yet money truly can't buy finer candy!

Candy From The Kitchens Of

PETER PAUL

Nourishing Meat

Protein-family style



Round
Steak

Rally round the round steak, hand out the hamburgers, or making the protein-packed protein family style. **Share your family the same good protein.**

And protein, you know, is the great "building block" of life. It builds the muscles, nerves and tissues, and puts "life" in living.

Protein is the protein of protein. It's the protein that makes you feel good. It's the protein that makes you feel good. It's the protein that makes you feel good. **How right you are in liking it!**

AMERICAN MEAT INSTITUTE

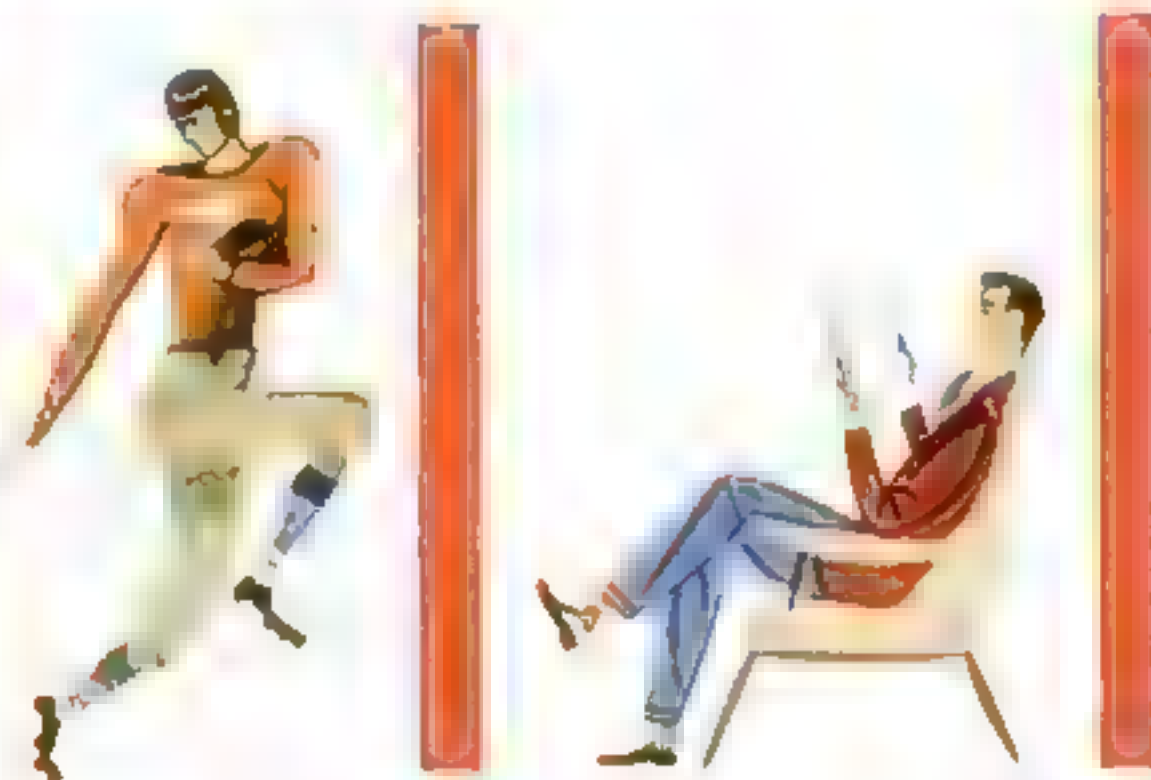
Headquarters, Chicago

Members throughout the U.S.

This Seal means that all nutritional statements made in this advertisement are acceptable to the Council on Foods and Nutrition of the American Medical Association.



Who Needs More Protein?



Whether you're using your muscles or your mind, your protein needs are the same. Protein is used for growth, repair of muscles, nerves and tissues. These life processes go on all the time. That's why you're always right in liking meat.



WHAT THE CORPORAL SAW...

...SEE NEXT PAGE

HE SURVIVED THE RED KILLING ON HILL 303



DAY AS PRIVATE, 16

The tired eyes set in the haggard face of the soldier on the preceding page saw, two weeks ago, the ghastly events which led to the slaughter of the men in the picture at right. Corp. Roy L. Day Jr. is one of five survivors of the infamous massacre on Hill 303 in Korea. Only a few hours before LIFE Photo-

grapher Hank Walker took his portrait, Day was lying among 26 dead American soldiers.

Unaccountable things happen on a battlefield. A rifle bullet smacks a soldier's dog tag and glances off. Another pierces a man's helmet, spins around inside of it and spits out the front harmlessly. A grenade drops in someone's lap, but it turns out to be a dud. How long can a soldier's luck last?

For Roy Day, of El Paso, luck has lasted during his 14 years in the Army. A small (5 feet, 5 inches), wiry, hard-bitten man, Day joined the Army at 16 and in 1941 was sent to the Philippines. On Bataan a Jap shell struck so near him that he was blown out of his foxhole, landing hard on his back. The jarring would have killed a heavier man, but Day survived after weeks in a hospital, wrapped in a plaster cast. Before he recovered Bataan fell, and he was taken prisoner by the Japanese.

Day spent the war in a Philippine prison camp where, once again, death confronted him. He was picked as one of three prisoners to be beheaded in reprisal for the escape of an American prisoner. But the morning before the scheduled execution the prisoner was recaptured and Day was reprieved.

After the war Corporal Day was stationed in the U.S. But he fretted at the tameness of barracks routine. Most of all he wanted to go to Japan and rout out the stiff little guards who used to smack him around in prison. Unable to get a transfer overseas, he quit the Army only to re-enlist in 1950 in the 1st Cavalry Division.

On Tuesday, August 15, Day was among the 31 soldiers of this division who were captured by a Red patrol, which they had mistaken for friendly Koreans. Like the other Americans his hands were tied behind his back with shoelaces. For two days he was shunted from ridge to ridge, kicked if he stumbled, as the Reds drove him along in their frantic efforts to dodge U.S. troops and planes. He was given a bit of fruit to eat, and he dug holes in the sand to get water. One night he heard the Red lieutenant say the prisoners would be killed if American troops came too close. On Thursday morning the troops did come too close. The massacre began. As the Reds started firing at the prisoners with "burp" guns, Day dove headlong into the ground. His friends fell all around him, most of them shot dead. When the wounded ones groaned the North Koreans finished them off. Finally the Reds scurried away and there was a sickening silence. Day still did not move. But when rescuing GIs came onto Hill 303, he lifted himself out of the slaughter. A bullet had ripped through his belt, another through the leg of his trousers. Neither had even grazed his skin.



DAY'S COMRADES lie dead in a gully on the hill where slaughter took place. While three infantrymen

stand guard, an Army chaplain says service for the dead men before their bodies were removed for burial.



HANDS TIED behind backs, the victims crumpled into bottom of ravine where they stood when shot.



SURVIVORS, Corp. James Rudd (left) and Day, identify prisoner (foreground) who ordered killing.



Here's the girl who has tried almost every home permanent that ever was. "And the others are good, too!" says Mary Martin. "Only I found that a Rayve wave really does leave my hair softer...shiner...more naturally curly looking. My hair couldn't be healthier, either. Rayve is really very, very easy on your hair."



"I have to cut off practically a half inch a week, my hair grows so fast. So every 3 weeks we start work with a Rayve Refill," says Mary Martin cheerfully. "Yet with all these permanents, my hair seems to have every bit as much natural oil as ever." Once you see Mary Martin's pretty hair close up, you see it's true.

I've found me a wonderful wave

"Have you seen 'South Pacific'? Then you've seen for yourself how *naturally curly* my Rayve wave acts!" says Mary Martin. "Remember my shampoo on stage? Yet ten minutes later, my hair and I are both dressed for the party scene! There are only *seconds* for a brushing!"



Mary Martin says, "Heller's hair is *very fine*. As every mother knows, it's hard for any little girl to be kept looking neat with straight, fine hair. Without Rayve curls, loose ends *would* appear! But, *Rayve*, Heller goes to school and comes home hours later, almost as neat as when she left!"



This is Mary Martin (privately, Mrs. Richard Halliday) and her 8-year-old daughter, Heller Halliday. Heller wears pigtails—sometimes up, sometimes down. But on top, there's always a fluffy bang of Rayve curls.

MARY MARTIN
of the all-time hit "South Pacific"
says:



You'll find that a Rayve Home Permanent leaves *your* hair soft, too—"naturally" curly. And as shiny and healthy-looking as if you'd been using a hair-conditioner!

Do her 8 on-stage shampoos every week take out Mary Martin's wave? "Heavens no!" she exclaims. "You can't wash Rayve curls out! Mine last—just like new—until I cut them off!"

Rayve
HOME PERMANENT



Rayve Refill, \$1 (use any plastic curlers)

Complete Rayve wave kit, \$2 (with 60 plastic curlers)

Money-Back Guarantee! Yes, your money back if you don't agree with Mary Martin that a Rayve Home Permanent gives the softest, most natural wave you've ever had at any price.

THE VENGEANCE OF TWO EIGHT FOUR

A disabled Russian tank's sleek mechanical beauty lures American soldiers into an ironical booby trap

by JAMES BELL

TIME-LIFE Correspondent

This is a story about a North Korean tank. She wasn't given a name by her crew, so we'll just have to call her Two Eight Four, the numerals on her turret. Perhaps the fact that Two Eight Four doesn't have a respectable name is something of an illustration of the difference between U.S. and North Korean troops. All U.S. tanks I have seen have respectable names like Dorothy, Jane or Emily. Parenthetically, there has been some discussion among our troops about the practice of naming tanks. One school holds that it is something of an insult to name a huge, broad-beamed, rumbling monster after your girl. The other school, the realists, say what the hell—your girl is probably broad-beamed anyway. The point is, however, that the little Commies from the North are too literal and too well-disciplined to name their tanks after their girls.

Early this week Two Eight Four was a nice new tank. The Cosmo-line was hardly off her long-nosed 88 gun. The rubber on her tracks was only a little scarred, and her motor purred beautifully. She was a T-34, low and streamlined from the profile, sleek and menacing from head-on. The North Koreans oiled her up and filled her tanks with gasoline. They jammed her with ammunition and put her in the custody of three insolent little tankers. They sent her, purring power and confidence, to a lousy little village called Chanpyong-dong and told her to lead infantry against Fox Company, First Battalion, U.S. 27th Infantry.

When she was on the straight poplar-lined road which U.S. troops call the "Bowling Alley," her gunner jammed a shell into the breech and fired. A great orange sheet of flame went out before her, and a shell screamed down the Bowling Alley. It tore into the road, skipped with a fearful shriek into a hill where it exploded. Two Eight Four shivered and roared forward. Behind her came a self-propelled assault gun. Ahead of her little ghostly men ran picking up American land mines and heaving them into the ditch beside the road. She could see one of her less agile sisters burning beside the charred shell of still another which had been destroyed by these Americans the night before. She was a magnificent and terrifying thing, her 88 belching angrily, her machine gun spitting hate toward the Americans. And she would have killed all of the Americans in sight if her three little crewmen hadn't been so stupid.

They raced Two Eight Four up to within a few yards behind the first burning T-34 and found they couldn't get her around it. Just as they started to back Two Eight Four up and try for the side of the road, the self-propelled gun that was following close behind was hit by an American shell, exploding into a mighty burst of flame. The way was blocked fore and aft.

On a slight hill a hundred yards away from Two Eight Four there was an American bazooka man, Frank Schiavone, who comes from a little south New Jersey town named Mullica Hill. He had one of those new "big bazooks" with him, and he lay there in a hole watching. He pressed the trigger of his big bazooka, and a rocket flashed down toward Two Eight Four. It tore through her armor plate next to the machine gunner. But something was wrong. Two Eight Four wasn't hurt at all. The rocket shell had torn into her armor, but it had not hit a vital spot and had not exploded. The stupid little tankers ground her to a stop, cut her motor and poured out of her in a panic. It served them right

Americans rammed rocks down her gun barrel so that if someone fired her 88 it would explode. They listened in on the North Korean command channel on her radio. And then some publicity-wise joker painted on her the words "27th Infantry through the courtesy of Fox Company." This was so the photographers who came to shoot her would spread the regiment's name.

That day a full colonel from the armored force came up and sent two tank retrievers to get her. They hustled up all full of capitalistic energy, and men started attaching towlines to Two Eight Four's front. "We've been after one of these for three weeks," said a young lieutenant happily as he directed the work. "Last Monday

we got within a hundred yards of one, and the damned jets came in and blew her up." Ahead a couple of jets were shooting up something behind a ridge. "Get those panels on there," directed a sergeant, "so those Air Force characters won't hit her."

On the hillside nearby M/Sgt. Clarence Jacobson of the infantry watched the puttering around and said, "I wish they'd let me kill her with a bazooka. She makes me nervous."

Pretty soon the Americans of the armored force were all ready. They backed a retriever named Little Lulu up and hooked her to Two Eight Four. Little Lulu started straining. Two Eight Four moved out of the soft dirt of the shoulder. As she reached the hard surface of the road, there was a tremendous explosion under her right track. A huge black cloud of

dirt, cordite and smoke flashed out. Inside the cloud the Americans could be heard screaming. On the hillside Sergeant Jacobson grabbed his phone and summoned the aid men. "There was one of our land mines under her right track," he explained to Captain Merchant on the other end of the phone. "When she hit the hard ground the mine blew. I think there's about six guys in there."

The smoke and dirt cleared away, and there sat Two Eight Four disheveled but hardly hurt at all. Only her right track had been torn away. Seven Americans were wounded.

On the hill Pfc. Schiavone, who had scared off the tankers with his bazooka, looked at Two Eight Four and said bitterly, "I wish I hadn't just crippled her." Sergeant Jacobson said, "Now maybe they'll let me kill her with a bazooka." Lieutenant Lummis and Captain Merchant and Colonel Mike Michaelis, commander of the 27th Regiment, all agreed with the sergeant.

But Two Eight Four wasn't to be killed by these men on the hill. She was still too beautiful, too sought-after by the men of the armored force. She lay on the side of the road, a little mugged up but still vengeful, waiting for the next men to come and try to take her away with them.



KNOCKED-OUT RUSSIAN TANK, like one described by Bell, is passed by soldiers bound for front lines on the same road where incident of 284 took place.

that they were caught by bullets which set their clothes afire and broiled them as they sprawled in the ditch.

Two Eight Four lay beside the poplar-lined road all night, with her right track in the soft dirt of the road shoulder. The next morning the Americans swarmed around her and expressed great admiration for her beauty. They took from her innards first-aid equipment made in Brooklyn, a large quantity of newspapers and propaganda books. Pretty soon a major from the armored force came up and said she was "a perfect specimen of the latest model." He said he would have her pulled out and sent to the rear for examination. But the American tanks couldn't budge her. The next day an armored-force lieutenant colonel came up and also exclaimed at her beauty. He said he would move her, but he didn't. Another night she lay on her side. A bearded infantry captain named Martin Merchant shook his head. "She'll draw fire," he said. "They ought to get her out of here." A lieutenant named Doyle Lummis agreed and asked the captain if he could finish her off with bazookas. The captain said no; the tankers wanted her.

Two Eight Four suffered indignities. The

Champ in the Open

— and in the heart of traffic, too!



Holds a big foursome—and then some!

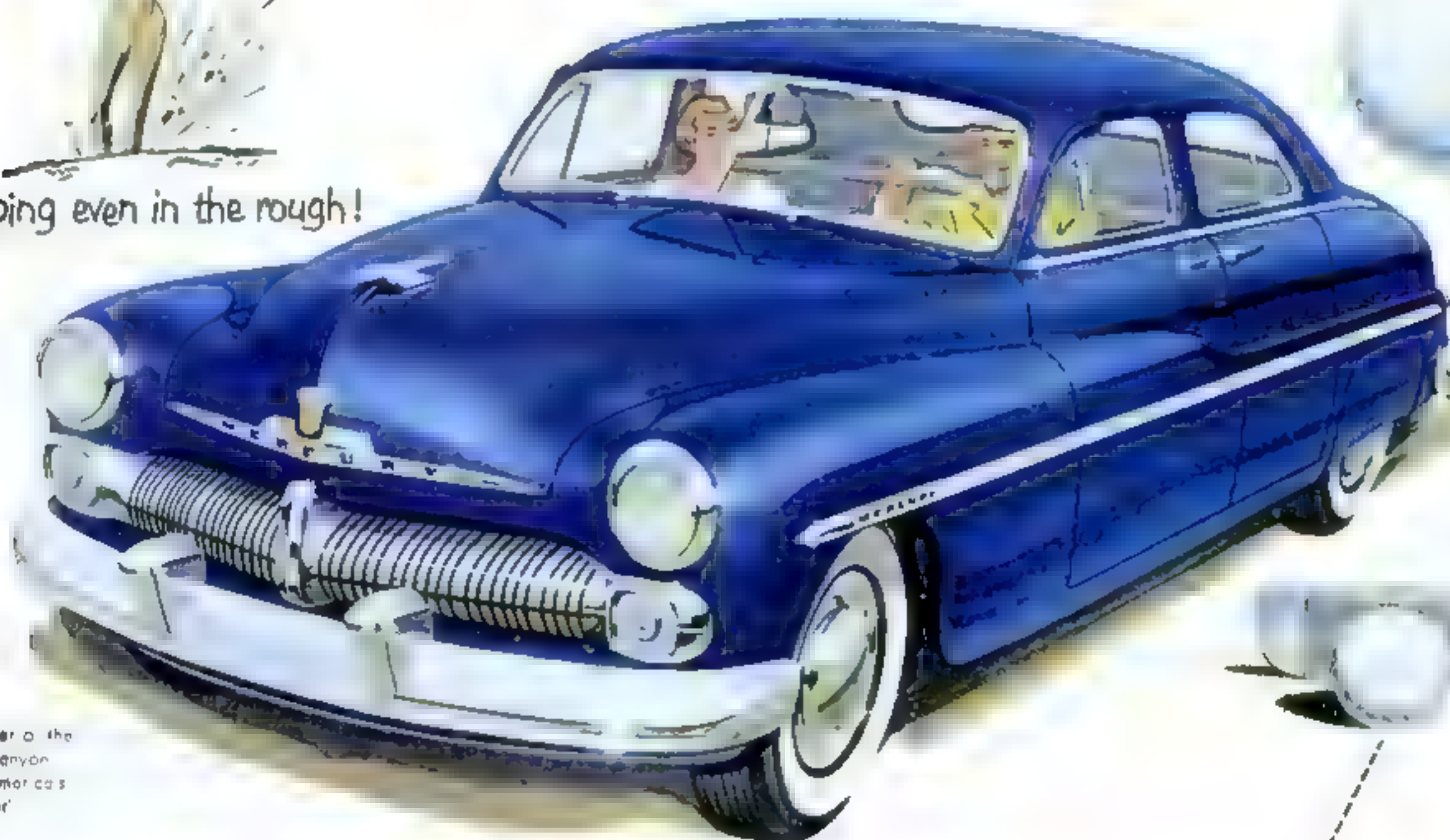


Comfortable as the clubhouse verandah!



Smooth going even in the rough!

Powerful as a 300-yarder!



*Sweepstakes Winner of the
Moblogas Grand Canyon
Run, Mercury is America's
No. 1 Economy Car!



Terrific pickup helps you
out of tight places!

ONCE you tee off in the big, new, *better than ever* Mercury, you're set for the drive of your life—and you'll love it! This big, brawny Mercury rides and handles like every road's a fairway. And you'll always go 'round whatever course you follow 'way under par in driving time... 'way over par in miles per gallon*. Ask your Mercury dealer all about it today!

Parks as easily as a 2-foot putt!

Go for a ride —
and you'll go for

MERCURY

MERCURY DIVISION OF FORD MOTOR COMPANY

CHEESELOVERS

ARE AMAZED *that a package so neat
brings slices!*

**MELLOW, RICHER
FLAVOR
IN EVERY SLICE!**

**cut... wrapped...
sealed by Kraft right
after the process cheese
is pasteurized!**

Now — no more guessing when you buy ready-sliced cheese! Here's grand flavor every time! *Perfect slices every time (no shivers, no dried-out edges!)* They're *Kraft-protected slices* — sealed in such a neat ½-pound package some women "can't believe" it holds eight slices.

An exclusive new invention makes possible these Kraft *De Luxe Slices* that are formed and cut *right* after the mellow process cheese is pasteurized, then immediately wrapped and sealed! *Every slice extra mellow!*

You'll be delighted with Kraft *De Luxe Slices* — keep them on hand regularly for sandwiches, snacks. Look for the neat package of Kraft *De Luxe Slices* right away in your grocer's refrigerator case.



5 KINDS • American • Pimento • Brick • Swiss • sharp Old English Brand

KRAFT *De Luxe* **SLICES**

THE WORLD'S FAVORITE CHEESES ARE MADE OR IMPORTED BY KRAFT



CROWD OUTSIDE MARKET STARES IN AT ROSIE

ROSIE IN FOODLAND

**Little girl locked in by mistake
happily messes up a supermarket**

Because she is scarcely larger than a box of soap flakes, 4-year-old Rosie Ball of Roxbury, Mass., had a very pleasant evening on Aug. 17. She and her dog Skippy wandered into a supermarket called Blair's Foodland just before closing time and were unnoticed behind the food racks when the employees locked up for the night.

Rosie came out of hiding and went to the ice-cream freezers, where she made snowballs of all the flavors, ate some and tugged the rest to Skippy. Then she ate two bananas and a large bunch of grapes. By this time someone had seen her through the window, and a crowd had gathered to peer and cheer. Rosie placed a row of paper cups in the window, filled them with soft drinks and sampled each. Then she poured some of them into the cash register while she visited the liquor department. There she dragged down several bottles and stood them on the floor, apparently with the intention of amusing the crowd with an exhibition of bowling. But already a messenger had been sent for the key to the store and before Rosie could smash even a small bottle the key came and she was released. At home she complained of a stomach-ache, from which her father diverted her attention by setting up an area of sharper pain elsewhere.



EATING ICE CREAM and well smeared with assorted flavors, Rosie waves to her audience. Reflection on the window glass makes the woman outside the supermarket appear to be inside behind Rosie.

tion on the window glass makes the woman outside the supermarket appear to be inside behind Rosie.



TIRED OF GRAPES, Rosie holds up the bare stem from a big bunch and happily considers next move.



WEARY OF BANANAS, she leaves them on floor and takes a whisky bottle, which she failed to open.



GETTING LONESOME, Rosie comes to the door and tries to strike up conversation with sister outside.



Meet a star salesman for

Olympic
TELEVISION

...and there are thousands more...youngsters and grown-ups alike, who *personally recommend* Olympic Television. They know that Olympic gives them television's *finest quality* at truly modest prices. No wonder more Olympic Television sets are sold by personal recommendation! All over America...

the reputation of
Olympic *television*
begins at home!

*The Monte Carlo® Illustrated is a 16" Console with Rectangular Picture Tube.

Olympic Television models in Contemporary and Traditional cabinetry are on display at your favorite Olympic dealer.



RIVIERA



DIPLOMAT



CATALINA



BROADMOOR

MAIL THIS COUPON FOR YOUR FREE TV FACT BOOK

OLYMPIC RADIO & TELEVISION INC.
34-01 38th Avenue
Long Island City 1, N. Y.

Dept. L

Name

Address

Please send the FREE TV FACT BOOK, which tells what to look for in a television set.

City Zone State

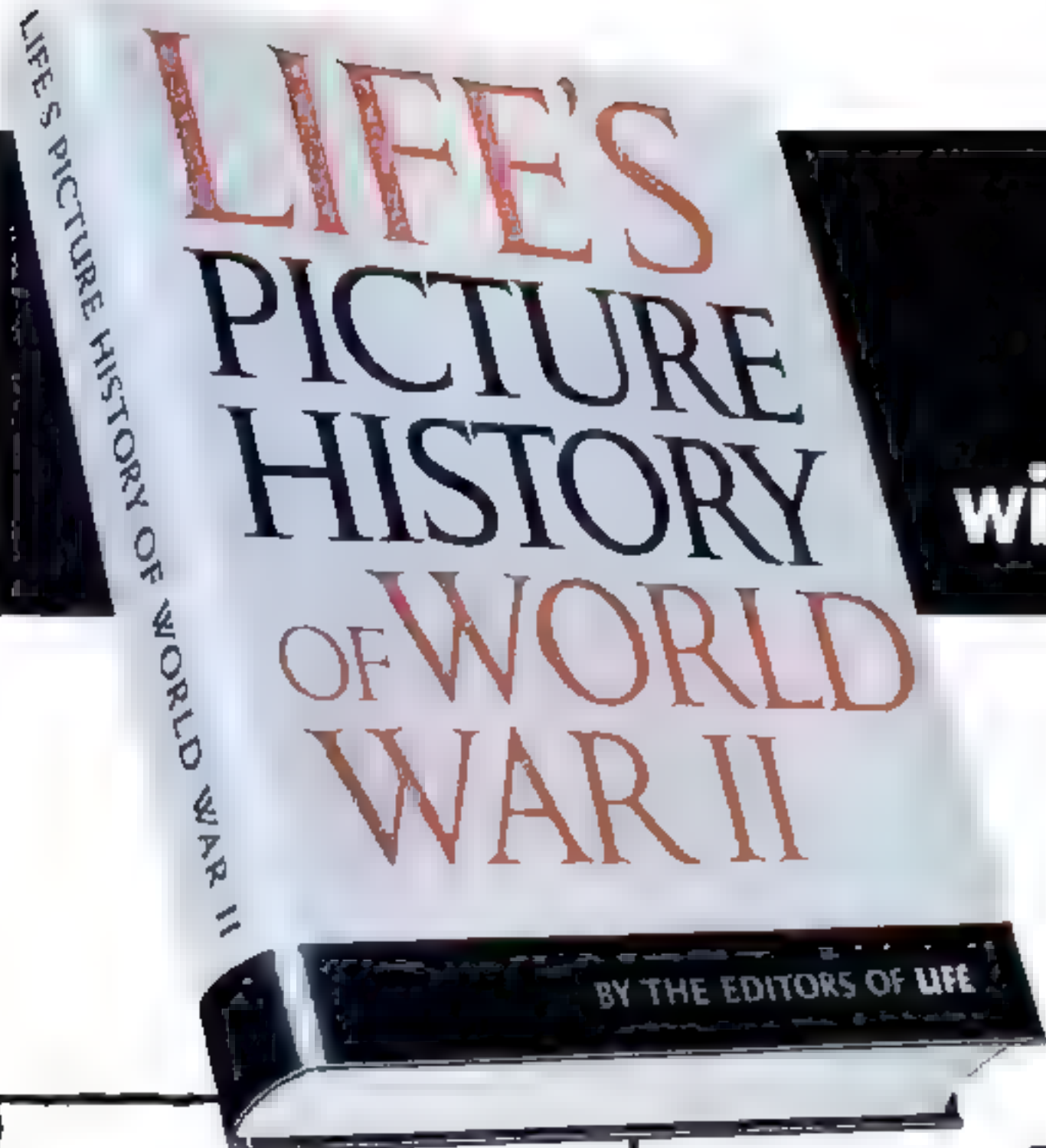
Rosie in Foodland CONTINUED



AFTER RELEASE but before spanking, Rosie is calm. So is her father, although damages were \$15. At right is store owner's daughter, Judy Rottenberg.



NEXT DAY Rosie swings happily from a parking meter near the supermarket. She is totally unrepentant and quite willing to try the whole thing over again.



Readers Swamp **LIFE**
with 350,000 Reservations for

LIFE'S PICTURE HISTORY OF WORLD WAR II

Largest First Printing in History Made Necessary by Unprecedented Pre-Publication Demand; Special Offer to Our Readers Ends Sept. 15

A Landmark in Publishing History

- First Integrated Picture-History of the War
- First Book Ever Published by LIFE
- Largest Pre-Publication Demand in History.

Partial Scope of this LIFE-size, 376-Page Volume:

THE CONQUEST OF EUROPE. Blitz in Poland. Over-running the Low Countries, France, Dunkerque.

THE SIEGE OF BRITAIN. Spitfires vs. Messerschmitts. London under fire. Winston Churchill.

THE AXIS STRAINED. Italian fasces in Greece. Invasion of Russia.

THE ARSENAL OF DEMOCRACY. Intervention vs. Isolation. Lend-Lease. Atlantic Charter. Pearl Harbor.

JAPANESE CONQUESTS. Fall of Guam, Wake, Hong Kong, Batavia, Midway. Doolittle raid.

THE AXIS CONTAINED. Battle of Coral Sea. El Alamein. Rommel's retreat. Battle of North Atlantic. Stalingrad.

THE AXIS REVERSED. Invasion of Africa. Casablanca. Montgomery breaks Marshal Loeu. Capture of Tunisia. Red Offensive.

THE AXIS BROKEN. Sicily. Mussolini flees Italy. Salerno. Cassino. Anzio. Liberation of Rome. Advance in South Pacific. Solomons-New Guinea ladder.

INVASION. 8th Air Force Raids on Festung Europa. D-Day.

THE HOME FRONT. Industrial production. America's leaders. Wartime Washington. Death of Roosevelt.

VICTORY IN EUROPE. St. Lo break-through. Liberation of Paris. Battle of the Bulge. Crossing the Rhine. Ruhr trap. Nazi retreat from Russia. Fall of Berlin.

VICTORY IN THE PACIFIC. Sea battles of Philippines. Liberation of Manila. Iwo Jima. Okinawa. Carrier War. A-Bomb. Surrender on the Missouri.

Offer Expires . . .

Midnight, Friday September 15th

A FEW WEEKS AGO, we announced in LIFE that one of the most important editorial projects LIFE has ever undertaken was now nearing completion . . . LIFE'S PICTURE HISTORY OF WORLD WAR II. We told you about the many features which will make this book such an important volume — the never-before-published photographs and captured enemy paintings to be included; the famous writers and photographers represented; the 64 full-page color plates being prepared; nearly 1000 pictures, 75,000 words of text, and other statistics.

And we extended to you the privilege of reserving in advance a first-edition copy . . . at the substantial saving (if you decide to keep the book after examining it) of \$2.05 under the retail price.

Memories and Understanding in One Book

The response has been most remarkable. Our readers were quick to share our feeling that this is going to be a volume deserving an honored place in the homes of America . . . the one book which can capture both old memories and a new understanding of the six most important years of our lifetime.

As this announcement goes to

press, over 350,000 reservations have already been received from our readers . . . and more are pouring in every day. We have instructed our printers to make the largest first printing in history, in an effort to supply this unprecedented pre-publication demand.

Reservation Does Not Obligate You to Buy

Have you as yet sent us your Reservation Certificate? It entitles you to free examination of your copy as soon as it is ready, and does not obligate you to keep and buy it.

We are sincerely convinced that when you actually see this book, you will realize beyond

question that you MUST own a copy to read, to show to your friends, to pass on to your children and grandchildren. That being the case, why not reserve a copy now, before publication — and thus save \$2.05?

Please do not send any remittance now. Pay the special pre-publication price of \$7.95 only after you have examined the book and decide to keep it. But whatever you decide later, the important thing NOW is to mail your reservation certificate. You have only 11 more days. Reservations mailed after midnight, Friday, September 15, cannot be accepted at this pre-publication saving.

**This Reservation Certificate Worth \$2.05 to LIFE Readers
MUST BE MAILED NO LATER THAN MIDNIGHT, SEPTEMBER 15, 1950**

ANDREW HEISKELL, Publisher, LIFE
340 North Michigan Avenue, Chicago 11, Illinois

Please reserve a copy of LIFE'S PICTURE HISTORY OF WORLD WAR II in my name, and notify me as soon as it is ready. It is my understanding that I need not remit payment until AFTER I have received the book for free examination; and that if it does not live up to my expectations in every way, I may return it without paying or owing anything. I prefer the edition checked below: (Please Check One)

☐ READERS' LIBRARY EDITION. Regular retail price \$10.00 but only \$7.95 to you on this special pre-publication offer; a saving of \$2.05 OR . . .

☐ DE LUXE PRESENTATION EDITION. Bound in a half-binding with gold tooling. Only \$2.00 extra.

Name

Address

City Zone No. State

(In Canada: Library Edition, \$8.75; Deluxe Edition \$10.75; Canadian currency. Only add sales tax where.)

NOTE: This Offer Good Only in U.S.A., U.S. Possessions, and for members of U.S. Armed Forces overseas



BIRTH OF THE RIOT comes to a hospital room where the doctor (Sally Field) gives a message

to a man in a hospital room in an effort to save a life. The man in the bed is his brother (Richard Widmark)

a psychiatrist. Negro doctor working in a hospital of colored doctors. He is the only one in the doctoring

MOVIE OF THE WEEK:

No Way Out

Hollywood takes its roughest, rawest look to date at race conflict



THE HOODLUM'S GIRL (left, Darrell) tries to help set off anti-Negro riot in the same district.

Last year Hollywood discovered that there is a color conflict in America and labored at it in four big and relatively successful pictures. Now 20th Century-Fox has brought out another—a hard-boiled, outsider film which makes all the previous efforts look like passivity. *No Way Out* is a melodrama dealing with the ever-present tensions between whites and Negroes in the slums of Chicago, which can explode into a race riot. In this case, a young Negro doctor, a conscientious intern at a city hospital, finds himself treating a psychopathic small-time criminal from the slums. The hoodlum gets his victims to stay a while. Before it is over and some kind of decency is established in the city, there is blood and brutality in abundance, and the doctor's faith in humanity is stretched almost to the breaking point. Earnest and vigorous and very well acted, *No Way Out* is one of the top shows of the year for that portion of the movie audience which likes its meat raw.



HELPLESS DOCTOR FACES ARMED HOODLUM IN FILM'S MELODRAMATIC FINALE →



RESULT OF THE RIOT is a hospital full of wounded victims. The mother of one of them fights to see her son, spits in the doctor's face.



HOODLUM AND BROTHER torture the girl to make her lure the doctor, whom she has come to respect, to spot where he can be killed.



CONTINUED ON NEXT PAGE



↑ Melt-in-mouth waffles? Easy!

Such a convenience! You just insert the large aluminum waffle grids in the new General Electric Combination Sandwich Grill and Waffle Iron—and in a jiffy you have four luscious waffles to serve!

Or remove the grids, and you get almost a square foot of cooking surface to toast delicious sandwiches, fry bacon and eggs or even steaks—all right at your table!

Grand toasted sandwiches? Easy! ↓



See your G-E Dealer. \$19.95 Price subject to change without notice.

So easy with the beautiful new...

General Electric Combination Sandwich Grill and Waffle Iron!

SO BEAUTIFUL it will adorn your loveliest table setting! It's finished in sparkling chrome plate, equipped with cool plastic handles. And the design makes it easy to keep shining!

Automatic, a turn of the "Temperature Selector" quickly gives you the

right heat. A "tell-you-when" light goes off the instant you have it

Automatic model, illustrated above, and the Standard model at \$14.95, come complete with waffle and sandwich grids. General Electric Company, Bridgeport 2, Connecticut.

You can put your confidence in...

GENERAL  ELECTRIC

In 13.9 Seconds
A Water Skier
Travels ¼ Mile...
But In Only

TWO SECONDS

Bayer Aspirin
Is Ready To
Go To
Work!



MAKE THIS TEST!

To see how fast Bayer Aspirin is ready to go to work, drop it in a glass of water, and time its disintegrating speed. What happens in the glass, happens in your stomach.



When you have an ordinary headache, neuritic or neuralgic pain, you want *two* things. First, you want *fast* relief—and Bayer Aspirin gives it to you, because it's actually ready to go to work in *two seconds*.

Second, you want *dependable* relief. And Bayer Aspirin gives you this, too. You can take it with *utmost confidence* because its single active ingredient is not only *so effective* doctors prescribe it for pain relief, but is also *so gentle* to the system, mothers give it even to small children on their doctors' advice.

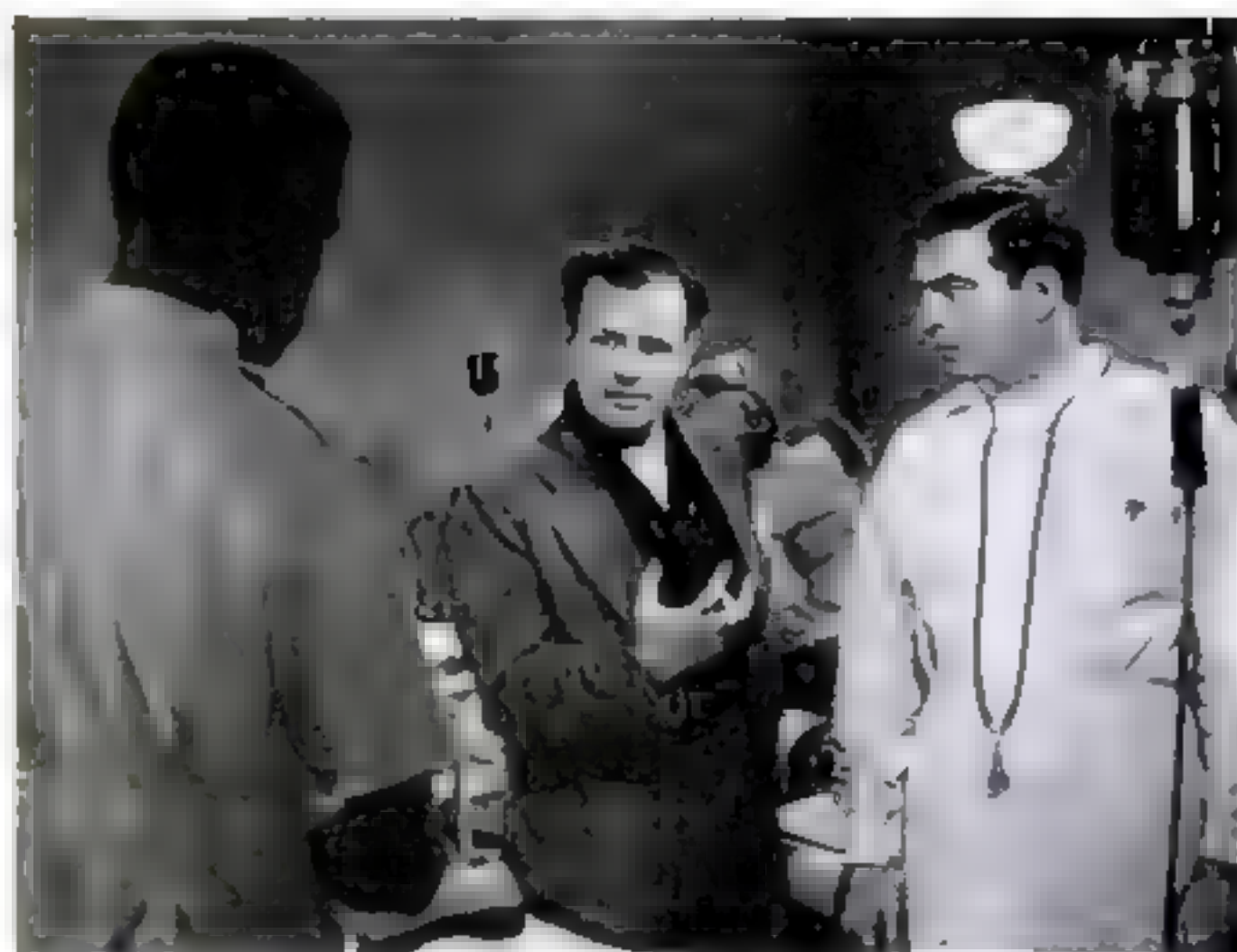
So don't experiment with drugs that have not been proved by years of successful use. For the *two* things you want when you're in pain—*fast* relief and *dependable* relief—use genuine Bayer Aspirin. Always ask for it by the name "Bayer" when you buy.

NOW... BAYER ASPIRIN IN CHILDREN'S SIZE

New 2½ grain tablets (containing half the amount of regular size Bayer Aspirin tablets) provide proper children's dosage as prescribed by your doctor. They're neither flavored nor colored, so they cannot be mistaken for candy. 30 Tablets—25¢.

***Because no other pain reliever can match its record of use by millions of normal people, without ill effect, one thing you can take with complete confidence is genuine**

BAYER ASPIRIN



MANKIEWICZ AT WORK directs Sidney Poitier and Stephen McNally in a scene in the hospital ward where victims of the bloody race riot are brought.

DIRECTOR STEERS HIS WAY INTO SOME TROUBLED WATERS

When Joseph L. Mankiewicz undertook to direct *No Way Out* he knew he was heading for trouble. But he has never been a man to duck out of that. A year ago, in *LIFE's* Round Table on the Movies (*LIFE*, June 27, 1949), he made a blast at the exhibitor, whom he termed "a real-estate operator whose chief concern should be taking gum off carpets and checking adolescent love-making in the balcony."

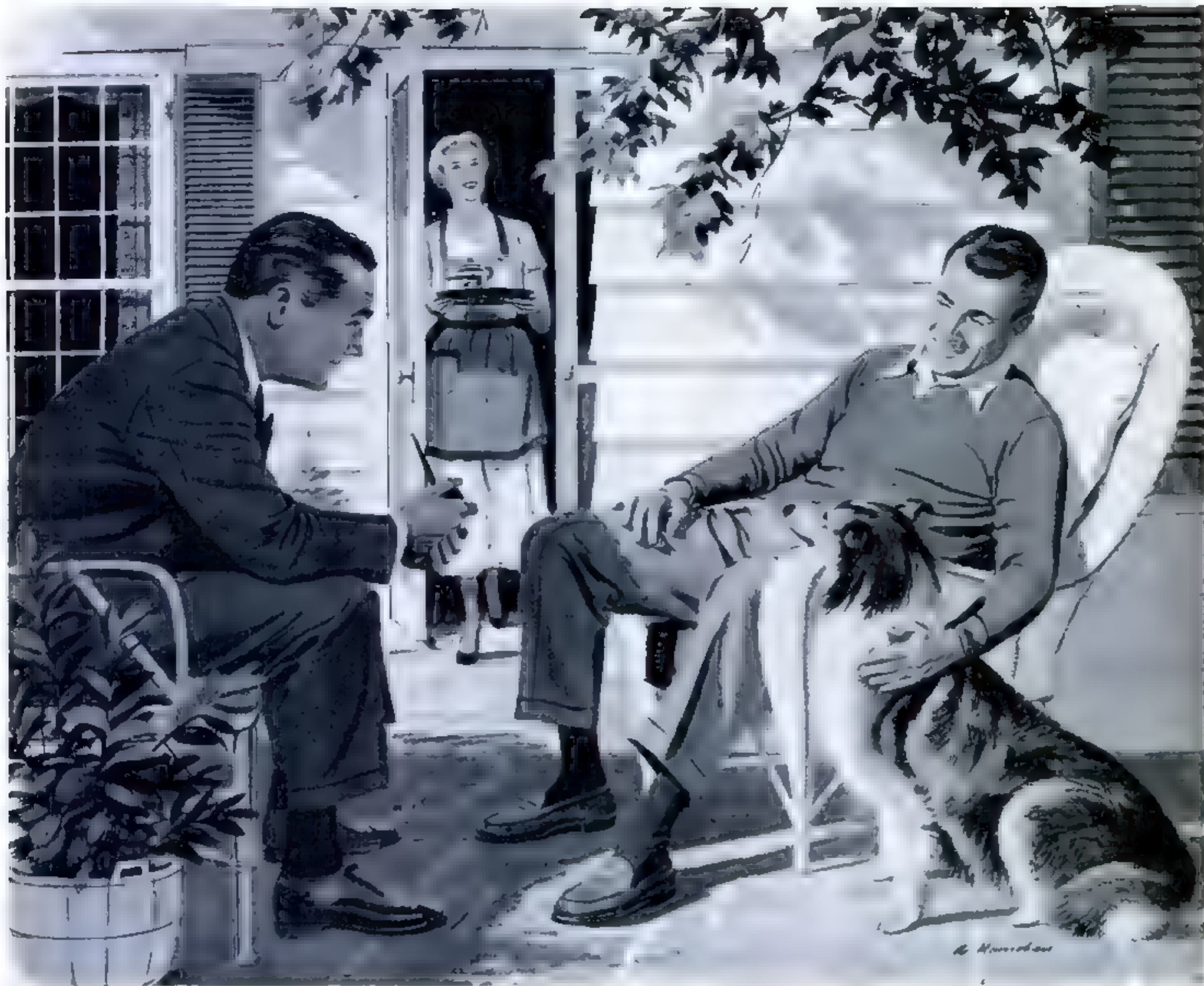
The exhibitors were naturally incensed. They did not have much of a comeback at the time, for Mankiewicz had just provided them with a bright and profitable comedy, *Letter to Three Wives*. But the insult has rankled, and just recently an exhibitor named Harry Arthur Jr. got off an open letter to Mankiewicz gleefully predicting that the next Bob Hope picture will make much more money than *No Way Out*.

The film thus promises to be a test between the theory of Mankiewicz, that the public wants films which are "different," and that of Mr. Arthur, who holds that "only relatively small audiences exist for this type film fare," that the genuine audience wants Entertainment and not "Sophistication and Artistic Creation . . . celluloidal psychiatry, realism, sadism, illness, death and interracial relations."

Mankiewicz is probably not so much worried by the gripes of exhibitors as by the threat of censorship. Unlike the other Negro-problem films, most of which had trouble-free runs, *No Way Out* touches many an exposed nerve. So far there has been no attempt to show it in the South, and in uneasy Chicago it has been banned outright, because, says the chief police censor, "This picture puts it on heavy. . . . It might stir up trouble among a more abnormal faction." Mankiewicz' wry comment: "I find it highly commendable for the city fathers to be keeping Chicago, with its high cultural standards, isolated from any violence."



CAGEY AD won cheers for its design, but it neglected to tell audiences what film is about.



Naturally, names used in this story are fictitious

Proving, once again, that there are many kinds of...

GOOD MEDICINE

HARVEY WALTERS settled back in his chair on the sheltered side of the terrace, closed his eyes and turned up his face to enjoy the full warmth of the late afternoon sun. It was good to be home again. Good to be sitting here in his favorite old chair. Good to be alive.

He dozed off, presently, as he had several times that afternoon. Rest . . . they said that was the important thing, right now . . .

When Harvey opened his eyes a half-hour later, Fred Parsons was sitting in the chair next to him, smoking his pipe contentedly and looking across the lawn. "Hi, Fred," he said, "where'd you come from?"

Fred turned and grinned. "Your good wife, Clara, let me in ten minutes ago. She's back in the kitchen getting your afternoon snack together. Said

she might even make me a cup of tea!" He looked closely at the other man. "Tell me, Harv—did you have a pretty bad time of it?"

"Yes, I did, Fred. For a few days, there, things didn't look too good. But I had good doctors and good nurses—and Clara was wonderful through it all." Harvey was silent for a moment and then said, "You know, Fred, another thing that helped me pull through was that good medicine you sold me twenty years ago."

Fred raised his eyebrows questioningly and waited. "I mean it, Fred. They didn't have to tell me things were tough. I knew it. And believe me, a million things run through your mind. About yourself. About your family. One thing I remember, out of all the muddle, was how good it was to know that at least Clara would be able to get along and

the kids wouldn't have to quit college and come home . . ." He paused for a moment and then went on. "Yes, I believe that knowing those New York Life policies were around did me an awful lot of good at a time when I sure needed it . . ."

Clara Walters came through the door from the living-room with a tray of tea things in her hands and said, "It's a beautiful day, isn't it?"


Her husband looked at her and smiled. "It sure is!"

Fred Parsons said, "Couldn't be better!" And he decided that this was as nice an afternoon as he had spent in many a year.

NEW YORK LIFE INSURANCE COMPANY

51 Madison Avenue, New York 10, N. Y.

THE NEW YORK LIFE AGENT
IN YOUR COMMUNITY
IS A GOOD MAN TO KNOW



CHINOOK FINGERLINGS, six months old, are four inches long. Olive green with silver bellies, they become more silvery as they mature.

CHINOOK EGGS *opposite page* are about the size of a pinhead. These are part of 5,000 taken from a female Chinook in Bonanza Dam hatchery. →

Life of the Chinook

KING OF SALMON COMPLETES A MARVELOUS MIGRATION

Each fall, in shallow streams in the Pacific Northwest, a long journey comes to an end and one of nature's most wonderful cycles is completed. The Chinook, king of the salmon, comes back home. It had, 11 years before, traveled down-river to the Pacific and wandered along the coast. Then, guided by mysterious instincts, it retraced its journey through a maze of obstacles to the place where it was born and where it now spawns and finishes its life.

The Columbia River and its tributaries are the principal producers of Chinook. Other salmon—sockeye, chum, humpback and silvers—are spawned there, but the Chinook is the largest and most numerous. The aristocrat of the salmon, it has a finely cut, silvery

body which grows as long as five feet and weighs up to 100 pounds. Its flesh, ranging from light pink to deep red, is sweet and succulent. Half of all Columbia salmon that is commercially canned is Chinook.

It is in the fall that most female Chinooks lay their eggs. Each female lays about 5,000 female eggs, depositing them in the gravel of shallow riffles and eddies. For six to eight weeks the eggs (*opposite page*) lie dormant. Silt smothers some of them. Swift water scatters others, which are gulped down by trout and dacks. Of every 5,000 eggs, only about 50 finally hatch. The young Chinooks feed on mayfly nymphs and beetle larvae and then, as they grow, they drift slowly downstream with the current, headed toward the ocean.



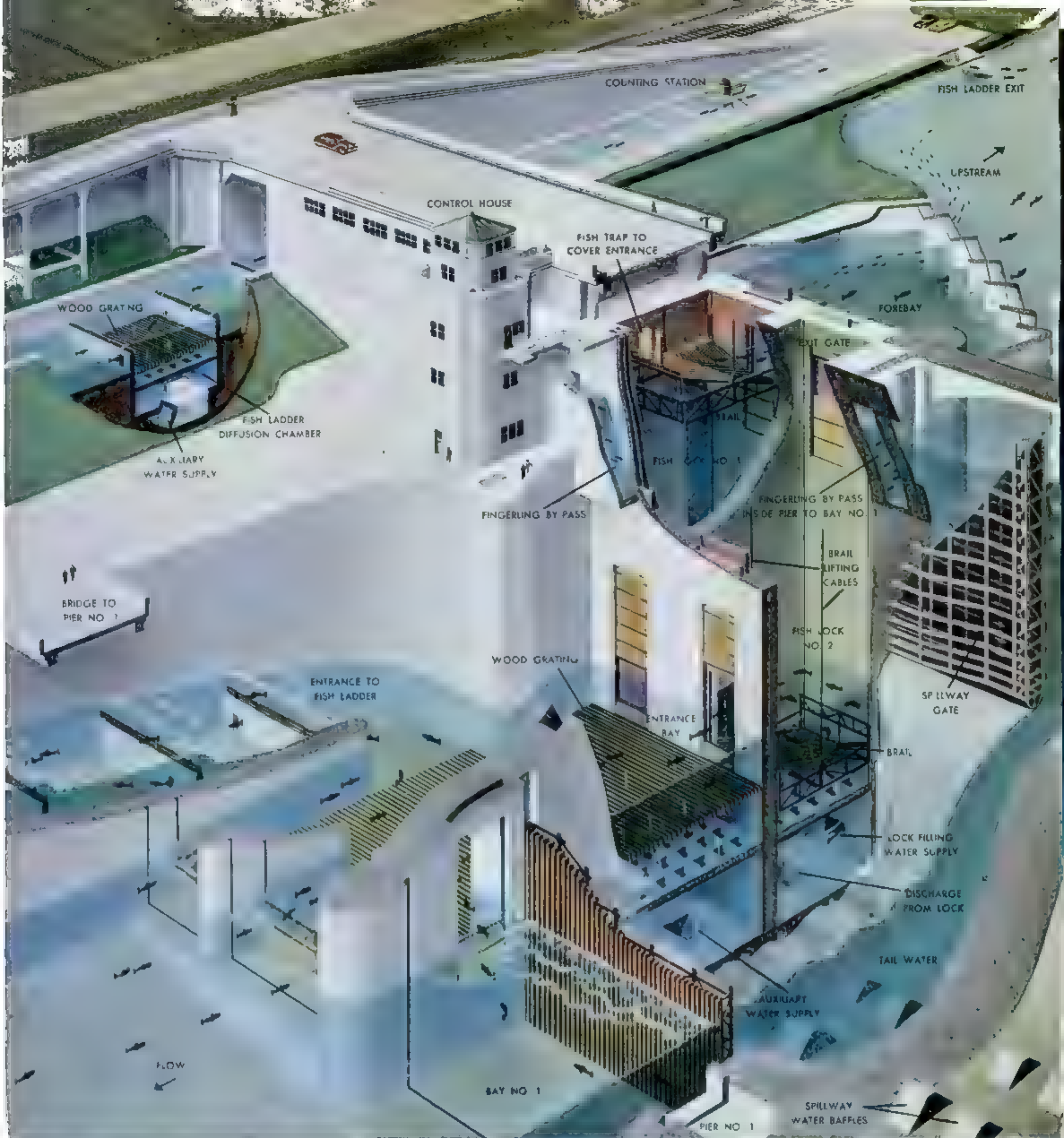
NEW BARRICADES THREATEN THE MIGRATION

On the map below is shown the vast spawning territory of the Chinook. Where fish ladders exist, the great majority of salmon can get by the dams. But at Grand Coulee (upper center), which is too high for a ladder, and at a dam on the upper Snake below Twin Falls, the salmon run into absolute blocks. The salmon runs have been steadily decreasing, and dams have been getting most of the blame. Fingerlings headed

downstream are particularly affected: at each dam about 15% fail to find and get through the by-passes. If all the authorized and recommended dams are built, the fishing industry charges, the Chinook may become a vanishing fish. Controversy rages particularly about four proposed dams on the lower Snake, whose principal purpose will be to control the river level for navigation. Dam opponents claim that a

large part of the cargo carried on the Snake is lost and that a pipeline now under construction may make the dams unwarranted. Answering criticism of its existing dams, the U.S. government is setting up hatcheries in the tributaries below Bonneville, hoping to create a huge sanctuary where natural spawning can be helped along. But whether the Chinook's ancient habits can be quickly changed remains to be seen.





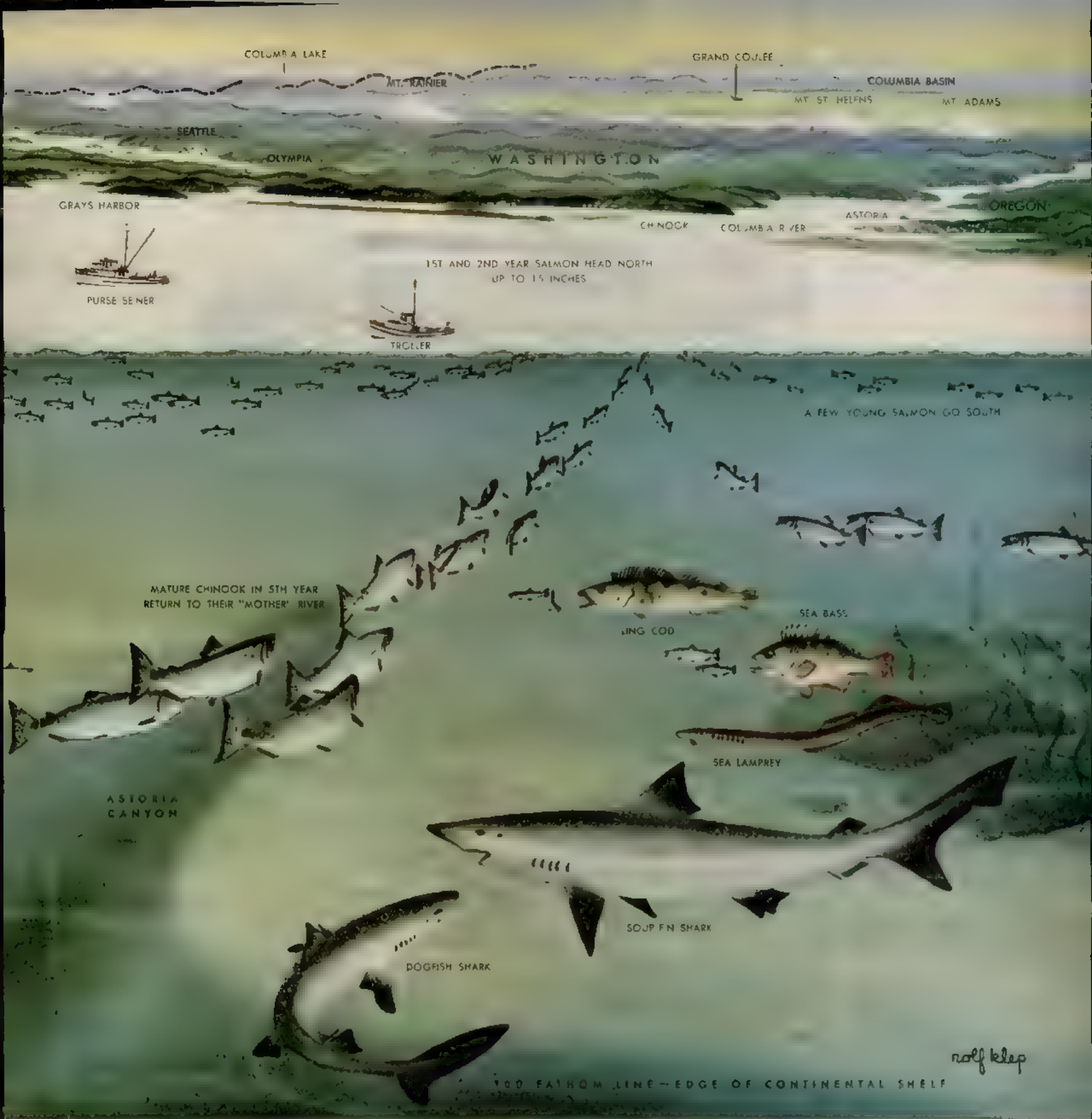
BONNEVILLE DAM IS BIGGEST BARRIER

Bonneville Dam, a section of which is shown in this cutaway drawing, is the biggest barrier in the path of the migrating Chinook. It is 110 miles upstream from the Columbia's mouth. Water flows over Bonneville's spillway in hammering torrents, its force broken only slightly by concrete baffles (center right). After the salmon try—and fail—to swim against the spillway tail water, they usually try one of the dam's three

fishways. The intricacies of one of these fishways are shown in this cross section. Each has a "ladder" and two locks—the salmon can take their choice. To climb up the ladder at left, they swim through a series of pools, each one a little higher than the one behind it. Entrances to the pools are doors cut in the walls. These doors alternate from left to right in each pool to break the force of the downstream current. As the fish

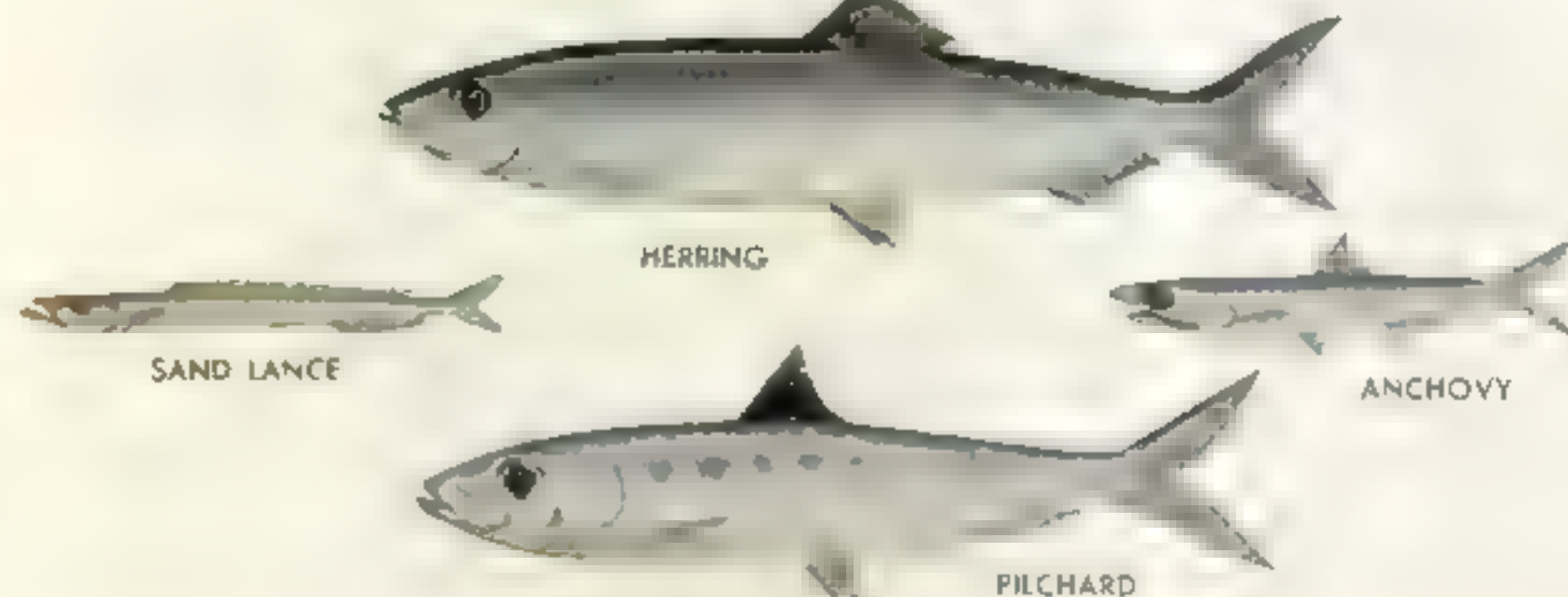
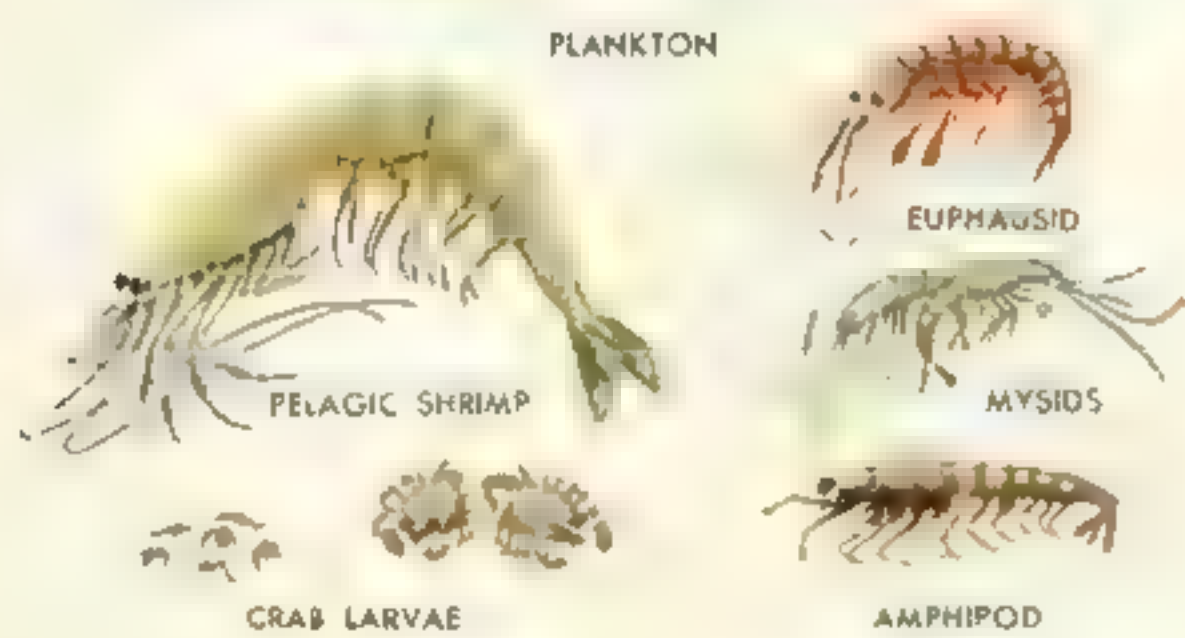
leave the ladder, they are counted (top right).

Fish taking either of the fishway's two locks swim through an entrance bay (right, center). The lock is then filled with water and a large metal "trail" or screen gently coaxes the fish upward to the exit. The first stage of this operation is shown above in Lock No. 2, the second stage in Lock No. 1. To the left of Lock No. 1 is a by-pass for fingerlings headed downstream.

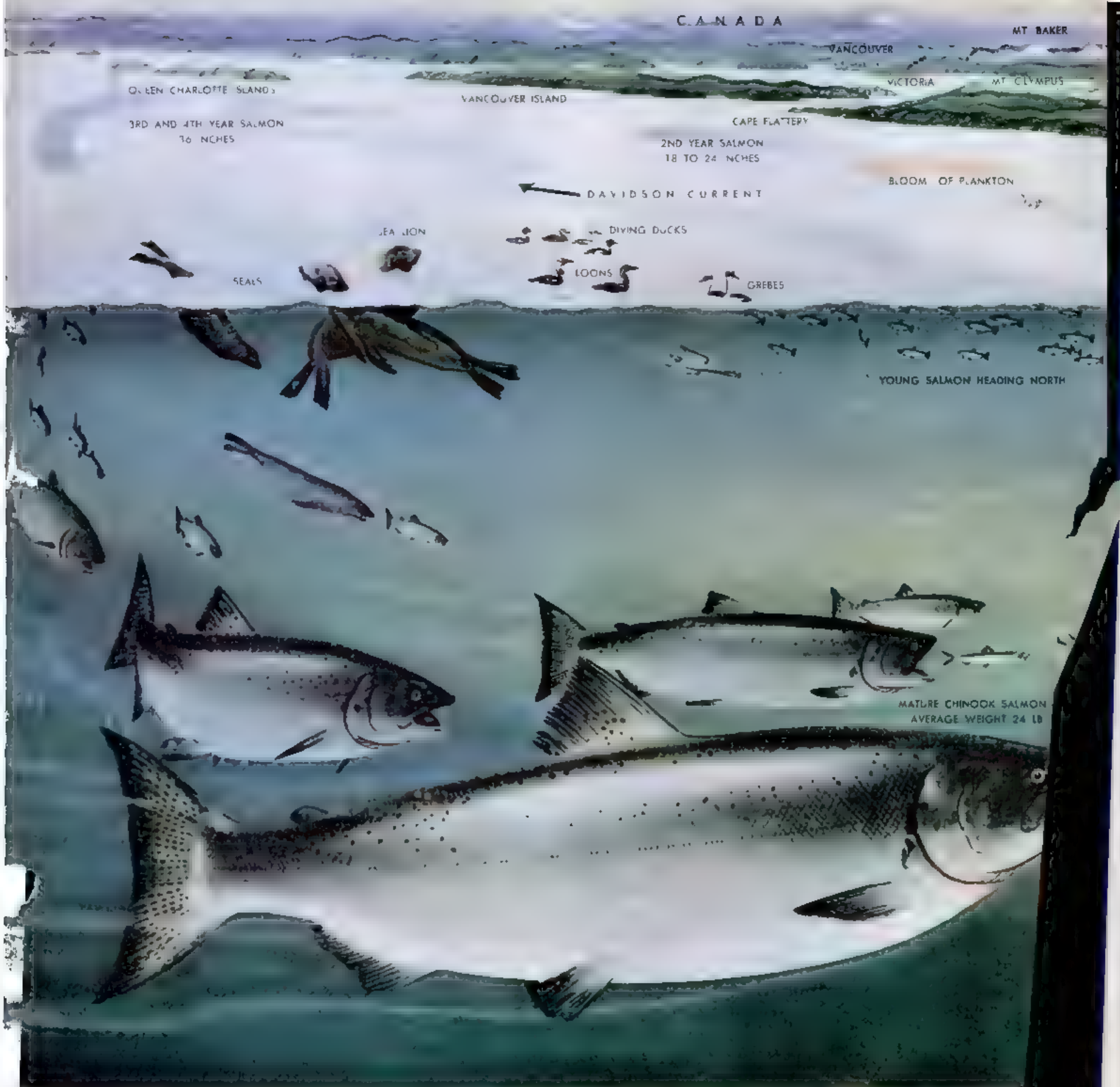


FOOD OF YOUNG CHINOOK

FOOD OF MATURE CHINOOK



CONTINUED ON NEXT PAGE



THEIR OCEAN ODYSSEY TAKES FOUR YEARS

Here is the way the Chinook salmon explores its long odyssey along the North Pacific coast. Before leaving the Columbia, the fingerings red all around in the estuary. As one (top right) getting used to salt water. Over the sandbars they eat their first ocean food, pelagic shrimp, amphipods, and other plankton. They also make a few quick strikes to the seabed, but most drift northward with the Davidson Current, towed by the counterclockwise. Their progress is marked above, along with their rapid growth from year to year. They

drift with their food supply, which sometimes is so much plentiful that the water becomes with the plankton's orange and pink phosphorescence (top center). As they grow larger, the Chinooks eat herring and other small fish. But in nature's relentless cycle they are in turn prey as predators. Sharks and other large fish (right) swallow them. Lampreys (top right) attach themselves and rip out their insides. Diving ducks, grebes, and loons (shown on surface) snatch them up. Sea lions and seals run them down. And man harvests them with his hooks and nets. For about

four years the salmon drift up the coast, making it to the Queen Charlotte Islands (left) and beyond. Then, armed with the to spawn, they head back to the Columbia. This time the Chinooks are big grown and full with layers of fat; they look like the large salmon shown directly above. They make the trip in only three or four months, entering the Columbia through deep narrows, a gorge, Astoria Canyon (left). In prime physical condition they are ready to fight their way up the river through a gantlet of nets, rapids and



S

200
top s
ings
By
rays
fish
enro
the
dler
sted
nd up
latus



ROD-AND-REELERS Fishing for salmon crowd their boats together on Columbia near Portland. At

Astoria, where a salmon derby is held each year, as many as 20,000 anglers fish for Chinooks one day.

FISHERMEN TAKE HEAVY TOLL

Not the least of the many hazards which reduce the Chinooks are the fishermen. Sportsmen (*above*) ply the Columbia by the thousands, using flashing spoons and lures to taunt the salmon into striking at their hooks. Drifting and stationary nets (*below*), some of them a quarter of a mile wide, catch the Chinooks by the thousands. At Celilo Falls, by virtue of a

treaty with the U. S. government, Indians (*left*) have the sole right to net salmon. The total Chinook catch by fishermen each year is 20 to 25 million pounds, 80 to 90% of the total run. By the time the hooks and nets and other hazards have taken their toll, possibly two or three out of the original 500 Chinooks which had hatched from a nest of 5,000 eggs are left alive to spawn.



← **INDIAN BOYS** sit on precarious platforms and dip Chinooks out of the rapids with long-handled nets.

TRAPPED FISH are hauled into scow. Trap, being outlawed, was tied to piles driven into river bottom.



MAKING NEST, a female Chinook digs into gravel with her tail. She worked on nest for about five hours, scooping out a series of holes about 18 inches deep.

LIFE OF CHINOOK CONTINUED

HOME—TO SPAWN AND THEN TO DIE

What physical forces, what inner promptings are at work inside the Chinooks? What guides each salmon back to its own particular stretch of its own particular stream? Because of selective breeding, Chinooks from different streams have certain minor physical differences. Perhaps there are subtle differences in the water of each stream, in the temperature, in the chemistry, which answer the physical needs of the individual salmon.

Chinooks head up the Columbia in two great waves, those bound for the distant streams starting in the spring, most of the others in the early fall. Once in the river they stop eating, their bodies become diffused with red and humped at the shoulders. They seem almost in a frenzy. Against rapids and up waterfalls they fling their bodies, bruising themselves and breaking their fins. When at last they arrive at their destinations, their energy is almost spent. But, there is enough left for one last convulsive act, the spawning. The female digs a nest (*left*); the male joins her (*below*); then, exhausted, their lives at a logical end, the Chinooks die (*right*).



SPAWNING, female (*right*) drops her eggs into nest as male edges alongside to fertilize them with milt. The female completes rite by covering eggs with gravel.

DYING of exhaustion, a Chinook rolls over on its back and floats quietly downstream. Body will sink to bottom and be eaten by other fish or the young salmon. →





YOUR REXALL FAMILY DRUGGIST INVITES YOU TO **REXALL VALUE DAYS** DURING SEPTEMBER AT REXALL STORES EVERYWHERE

Hear **DICK POWELL** as
 Richard Diamond, Private Detective,
 Wednesdays, 10.30 P.M. EDT on NBC

300
 TISSUES TO THE BOX!

Downy-soft...extra-
 absorbent...and a
 whale of a buy!

KLENZO
TISSUES



17c
 2 Boxes 33c
 while stocks last

1/2 PRICE SALE **CARA NOME CREAMS**



Cara Nome Cleansing Cream
 liquefies instantly for thorough
 cleansing...leaves skin petal-
 smooth.

Cara Nome Cold Cream
 designed for cleansing nor-
 mal or dry skin...supplies
 softening oils, discourages
 dry wrinkles.

Cara Nome Special Dry Skin
 Cleansing Cream, made for the
 exceptionally thin, dry skin...
 spreads easily gives deep cleans-
 ing with a minimum of massage.

Reg. \$2.00
\$1.00
 Now

Rexall Quik-Bands, plain or merc., 36's 29c
 Rexall Milk of Magnesia Tablets, 36's 19c
 2 or 3-Ring Zipper Binder, \$1.50 quality 89c
 Rexall Ammoniated Tooth Paste, 3 1/4-oz. tube . 49c
 Stag After-Shave Lotion, zippy, fragrant, 3-oz. 39c

NEUTRALIZES EXCESS ACIDITY

*in less than
 1 minute*

BISMA-REX



Gives quick 4 way relief from
 acid indigestion...eases
 gastric distress...leaves a
 protective covering on
 stomach membranes.

4% off
69c

No Faster-Acting Aspirin made
REXALL ASPIRIN

When taken with water, dis- 200 5-grain
 integrates even before it
 reaches your stomach. Stock
 up with this economy size **79c**



Multi-Vitamin Insurance for Pennies per day

REXALL PLENAMINS



More than your daily minimum
 requirements, plus Liver Con-
 centrate and Iron individually
 for wrapped 144's - \$4.79,
 288's \$7.95

THE MAN YOUR DOCTOR TRUSTS



He's your Rexall Family Druggist - a
 graduate registered pharmacist, and he
 fills your prescription with painstaking
 accuracy and fresh fully potent drugs.
 Take your prescription to a Rexall Store.

Rexall
DRUGGISTS OF AMERICA

Prices listed in this advertisement that refer to size or
 value represent the manufacturer's suggested full re-
 tail price. Cosmetic items are subject to Federal Tax.
 Rexall Drug Company, Los Angeles 48, California.

MEDICINE CHEST STAPLES

Rexall Alico-Rex Rubbing Alcohol, full pint . 39c
 Glycerin Suppositories, adult infants 12's 35c
 Rexall Cherry Bark Flavored Cough Syrup, 3 oz 39c
 Rexall Spirits of Camphor 1/4 oz 19c
 Rexall Hydrogen Peroxide USP 3%, 4 oz . . 18c
 Rexall Boric Acid powder or crystals 2 oz. 19c
 Rexall Little Pills, laxative, 100's 29c
 Rexall Zinc Oxide Ointment, soothing relief
 for minor skin irritations, 1 oz tube . 19c
 Rexall Cascara Aromatic, fluid extract, 2 oz 43c
 Quik-Tel Fever Thermometer, easy to read
 and accurate, oral or rectal \$1.39

REXALL REMEDIES

Rexall Eysal, soothes, cleanses eyes, 4-oz. 33c
 Rexall Fungi Rex, greaseless, for
 athlete's foot, 1 1/4 oz 63c
 Rexall Rex Savine, antiseptic ointment, 1 1/4 oz 49c
 Rexall Analgesic Balm, for pain or soreness 31c
 Rexall Rex-Rub, for aching muscles 6 oz 89c
 Rexall Petrolol, extra heavy mineral oil, pt. 59c

FIRST AID NEEDS

Rexall Reel Roll Cotton, on handy roll, 1 1/4-oz 33c
 Rexall Tincture Iodine, with applicator, 1/4-oz 15c
 Rexall First Aid Gauze Bandage, 1" x 10 yds 15c
 Rexall Cotton Balls, sterile, many uses 65's 29c
 Rexall Pro-Cap, adhesive tape, 1 in. x 5 yds 29c
 Rexall First Aid Kit, plastic, complete . \$1.69

VITAMIN VALUES

Rexall Panovite ABCD&G capsules, 100's \$2.89
 Rexall Polycaps, for children, 30's 87c
 Rexall Cod Liver Oil, high potency, pint . \$1.19
 Rexall Clomitol, natural vitamins A & D from
 Percomorph Liver, a real value, 10cc 73c

HOUSEHOLD HELPS

Lord Baltimore Portfolio, 36 sheets, 24 envs.
 exquisite white linen stationery . . . 49c
 Elkey's Airater, aerosol deodorant, 12-oz \$1.49
 Elkey's Moth Fume Crystals, kill moth
 eggs and larvae, 1-lb. 59c

It's Better Tasting!

**Rexall MILK OF
 MAGNESIA**



in the blue bottle
 Look at the price for a
 full quart of this pure,
 mild, better-tasting
 product - and try to
 match it

*Sticks Better...Stays Put
 Longer...Is Less Irritating!*

Rexall PRO-CAP



ADHESIVE TAPE
 Developed by years of re-
 search and testing in lead-
 ing clinics and hospitals...
 available in 4 widths.

16" x 5 yds.
15c

Smoother Shaving!

**stag
 BRUSHLESS
 SHAVE CREAM**



No fuss, no mess, no
 massage! Just smooth it
 on and shave! You get a
 quick, close shave with no
 stinging, no pull, no nicks!

Jumbo Tube
49c

Save 29¢

REXALL Deluxe NYLON OR
TOOTH BRUSHES



Water repellent, longer-
 lasting, in tufted convex,
 new oval, 2-row profession-
 al, and Dr. Loughran style.

Reg. 49¢
69c

**America's
 All-'Round Mouthwash**



REXALL Mi-31

Anisea mouthwash gargle,
 breath deodorant and first
 aid dressing - and you get a
 full pint at the same price
 as other leading brands of
 smaller quantities.

Reg. 69¢
69c

BUYS FOR BABY

Rexall Antiseptic Baby Oil, 2 1/4 oz 29c
 Rexall Antiseptic Baby Powder, 4 oz 25c
 Castile Soap, pure, mild, 3 oz bar . . . 15c
 Rexall Sterk Nurser, 8 oz bottles . 3 for \$1.00

MEN'S TOILETRIES

Stag Hair Oil, non-sticky, fragrant, 3-oz . 39c
 Stag Shave Cream, lather, cooled, bay rum 39c
 Stag Deodorant Cream, day-long
 protection, 1 1/4 oz 50c
 Rexall Bay Rum, ideal after shave, pint . 59c

CARA NOME COSMETIC NEEDS

Face Powder, 8 flattering shades . \$1.00
 Hand Cream, softens, beautifies, 4 oz \$1.00
 Cologne, distinctive, subtle, 4 oz . . \$1.25
 Dusting Powder, day-long daintiness \$1.25
 Estrogenic Hormone Cream, 2-oz. . . \$1.50

You can depend on any drug product that bears the name Rexall



FLOPPY VELOURS (Blaine Co., \$295), a plain hat slope recalls Dietrich style (bottom right).

Slouch Hats

DIETRICH'S MANNISH STYLES OF '30s COME BACK AS 1950 FASHION

Back in the '30s, when movie stars like Dietrich and Garbo were assiduously understudied by millions of faithful followers, a mannish slouch hat—along with in-lash eyelashes and a wide mouth—was standard equipment for all the would-be glamour girls. Relegated for some time to country roads and rainy days, hats like those Marlene wore 15 years ago are back in style. With the slim, sophisticated tweed and flannel street clothes shown this season, a big, soft hat

pulled down over longer hair looks good again.

How mannish a hat a woman can wear depends on her face. On Marlene even a severe fedora could look glamorous. On a woman who lacked her features, it could be disastrous. To avoid a too-masculine appearance, the 1950 fedora is satin-trimmed and is worn with velvet, furs and plenty of jewelry. Most wearable of the new slouch hats are soft brimmed styles (above), which can be manipulated to suit the weather.



MARLENE'S HATS in '30s ranged from a severe, small fedora (left) to softer broad-brim slouch (right).

CONTINUED ON NEXT PAGE 59



COATS THAT LEAD A DOUBLE LIFE...

double in play wear and party wear
and last twice as long with **ADD-A-YEAR HEMS***

Little Miss agrees with Mother that Bambury's best! She loves the smart styling and warm comfort of a Bambury bought for this season's perfect fit... Mother loves the sturdy wearability of fine quality fabrics, the fine detailing... plus the added value of **ADD-A-YEAR HEMS*** that let down more than a full size for next season fit and fitness!

100% wool checked tweed, velvet trimmed, inverted back pleat. Cocoa and blue with brown velvet, heather with green. Sizes 3 to 6x with slacks; 7 to 14 coat only; 1 to 4 with leggings and hat. **\$25.**

Fine all wool broadcloth, with ruffle trimmed velvet collar and cuffs, velvet studded buttons. Green, berry, cocoa, skipper blue, grey. Sizes 3 to 6x with slacks; 7 to 14 coat only; 1 to 4 with leggings and hat. **\$30.**

Matching felt and fabric trim hats, **\$4.**



At leading stores throughout the country. For store in your city write us... or send your order which we will place with your nearest reliable store.



BAMBURY COATS FOR GIRLS—520 Eighth Avenue, N. Y. *Reg. U. S. Pat. Off.
Copyright 1950, Rosenblatt & Kahn, Inc.

SLOUCH HATS CONTINUED



CHIN STRAP anchoring big-brimmed hat is Garbo trademark. This is green velours (Mr. John, \$70).



DEEP CROWN, also typical of Garbo hats, can be dented to suit the wearer (Dobbs, \$12.95). It is worn with new town tweed suit (Vera Maxwell, \$70).



STRICT FEDORA, like one Marlene wears on page 59, is felt with satin trim (John-Frederics, \$19.50).



Rarin' to Go!

*Lively? It's the liveliest Fire-Chief gasoline ever!
 You're off in a flash of *pepped-up* power.
 Split-second starts... hurry-up getaways... hill-climbing
 pull-a-plenty. What's more — it's *regular priced*.
 Get ready to GO. Fill 'er up with Fire-Chief at your
 Texaco Dealers... *the best friend your car ever had.**

THE TEXAS COMPANY

TEXACO DEALERS IN ALL 48 STATES

Texaco Products are also distributed in Canada and in Latin America



**TEXACO
 FIRE-CHIEF
 GASOLINE**

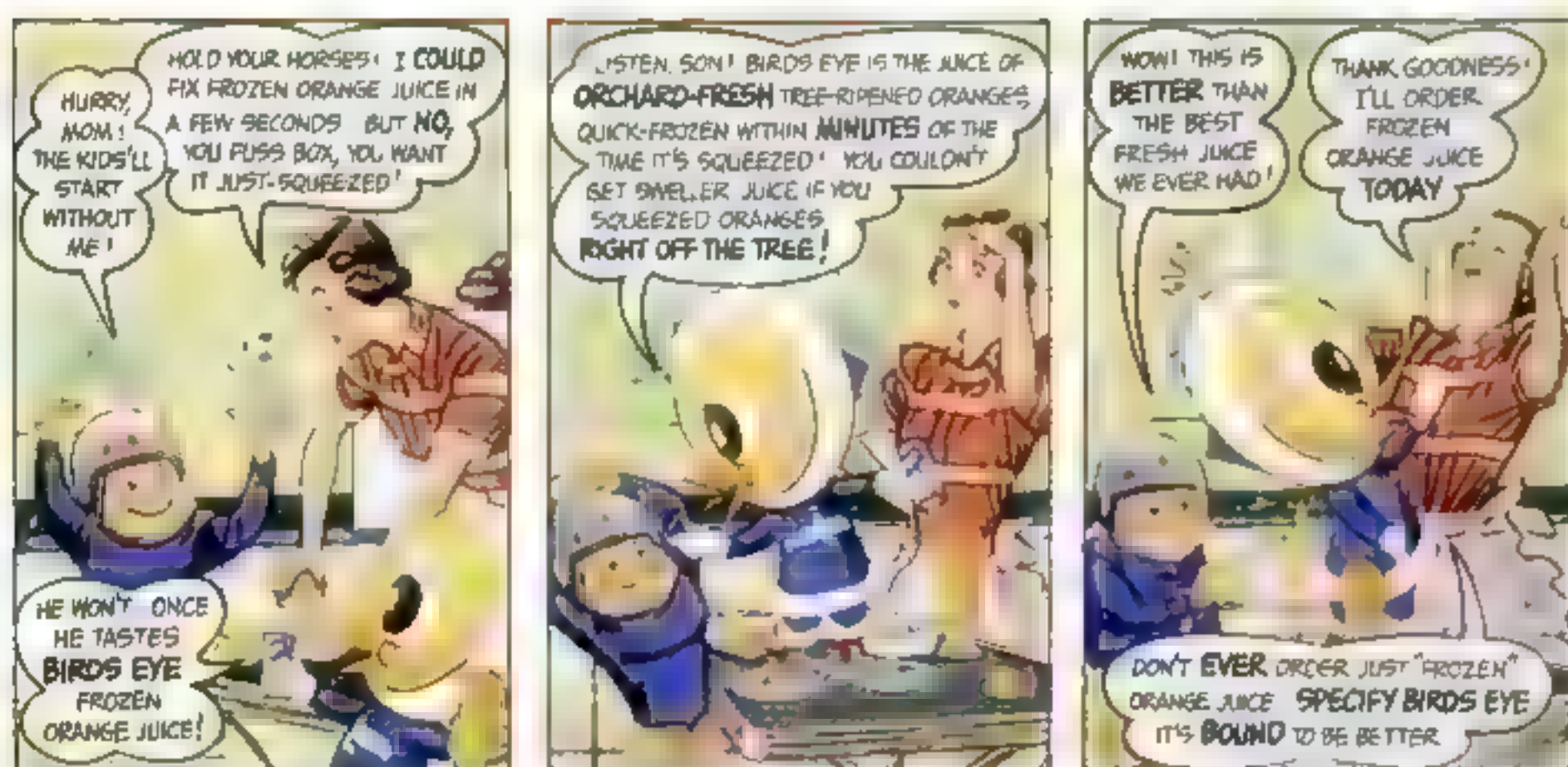
TEXACO STAR THEATER television show
 back on the air September 19 starring
 MILTON BERLE—every Tuesday night.

"My Mom
buys the
BEST!"



PRODUCT OF GENERAL FOODS

...and the best is
BIRDS EYE ORANGE JUICE!



Copyright 1980, General Foods Corp.



BIRDS EYE - BOUND TO BE BETTER!



MARY MEETING JESUS as he carries his cross on the road to Calvary was sculptured in the stark,

elongated style of native fetishes by Felicien Hou-tondji, who lives in Dahomey, French West Africa.

Native Religious Art

BIBLICAL FIGURES HAVE AN UNFAMILIAR ASPECT

"Our Lord and the Holy Virgin cannot really have looked like that," cried a young Belgian at a gallery in Rome this summer. He was thinking about an exhibition of religious images and paintings done by native artists in Africa and Asia. Madonnas with slant eyes, Christs with black skins seemed to have no connection with popular religious art of Europe in which biblical figures always look like Europeans. Nevertheless the exhibit, lasting through the Holy Year, is a thoroughly orthodox one, organized by an archbishop, Monsignor Celso Costantino, secretary of the Catholic Church's Sacred Congregation for the Propagation of the Faith.

Years ago it occurred to Monsignor Costantino that the best way to illustrate the universality of the church was to show how natives of diverse cultures around the earth expressed its teachings in their art. Letters were sent out to 600 districts where Catholic missions are active, signed by an employe of the Vatican Library, Alcide de Gasperi (now Premier of Italy), asking for examples of local art, whether by converts or by pagans, having a Christian motif. The result is an extraordinary collection filling two stories of a building off St. Peter's Square—testimony to the universal range of forms that can be assumed by a universal religion.



MARY MAGDALENE weeping at Christ's feet is watercolor in Oriental style by Indian Frank Wesley.



ST. PETER AND COCK, crowing when he denied Christ, was work of West African Bruno Hountouaji.



CHRISTIAN MARTYRS were painted by Chang Woosung in the costumes worn in his native Korea.

ENTER NOW!

CHARTERED BY CONGRESS

AMVETS

"We Remember"
CONTEST CAMPAIGN

YOU MAY GET
RICH FOR LIFE!

AMVETS Service Foundation handles the problem of the veteran, his widow or his orphan at NO COST to them. This "We Remember" Contest Campaign is your chance to serve your veterans as they served YOU and, at the same time, put yourself in line for a cash fortune. Won't you help us and perhaps yourself too?

Signed HAROLD A. KEATS
National Administrator
AMVETS National Service Foundation, Inc.

\$

\$100

\$

IN CASH

Big thrills for all... big cash for the winners in this fascinating....

BIG NEW CONTEST!

300 big cash prizes must be won

Here it is! A brand new, grand new \$100,000.00 puzzle contest. Put on your thinking cap! Test your skill on the challenging puzzle right here—right now. Get started at once. 300 prizes all cash will be paid and it is up to you how much you win. You may win as many as 3 prizes, as much as \$60,000.00, or \$53,000.00 or \$47,000.00 or \$43,000.00. Yes, as much as \$60,000.00 may be yours. Think of it—by entering today you may soon be rich for life.

Extra Award For Prompt Action! If you act now—you may also win a 1951 OLDSMOBILE ROCKET 88 CONVERTIBLE!

Yes!—a new 1951 OLDSMOBILE Rocket 88 Convertible may become yours as an EXTRA award if your original entry is postmarked before midnight, October 4, 1950. In that case your best score (original or substitute) will be judged in competition with those of all other contestants who entered before this deadline and who have not been awarded any other automobile as an extra prize. If yours is the highest score, you win the new 1951 OLDSMOBILE Convertible. (In the event of ties, of course, official contest rules will apply.) In addition, of course, you may win one of the big cash prizes. So make yourself eligible for the extra award today—send in your entry at once.



3 Prize Groups—Win in any One, Two or all Three! EVERY PRIZE MUST BE WON!

	GROUP 1	GROUP 2	GROUP 3
1st Prize	\$7,000.00	\$18,000.00	\$35,000.00
2nd Prize	\$2,000.00	\$5,000.00	\$10,000.00
3rd Prize	\$350.00	\$1,000.00	\$2,000.00
4th Prize	\$250.00	\$650.00	\$1,200.00
5th Prize	\$200.00	\$500.00	\$1,000.00
6th Prize	\$150.00	\$400.00	\$800.00
7th Prize	\$150.00	\$350.00	\$650.00
8th Prize	\$100.00	\$200.00	\$400.00
9th Prize	\$100.00	\$200.00	\$400.00
10th Prize	\$100.00	\$200.00	\$400.00
	Next 90 Prizes, each \$15.00 \$1,350.00	Next 90 Prizes, each \$35.00 \$3,150.00	Next 90 Prizes, each \$75.00 \$6,750.00
	\$11,750.00	\$29,650.00	\$58,600.00

Yes! 300 Prizes
—all must be won!

THIS OFFICIAL PRIZE LIST TOTALS \$100,000.00

and the money is in the Bank—in trust of the American Security and Trust Co., Washington, D. C.

THE OFFICIAL CONTEST RULES—Please Read Carefully

1. Three Prize Groups totalling \$100,000.00 will be awarded in accordance with the instructions, official prize list and these rules to the contestants who achieve the highest scores in solving the Official Contest Puzzle.

2. A contestant must send with his answer a minimum donation of \$2.50 to enter Group 1; \$5.00 for Group 2 and \$10.00 for Group 3. You may compete in any one, two or all three prize groups and may transfer from one group or groups to another (or others) by submitting the required additional donation prior to the deadline date. See Rule 8.

3. Prize groups will be judged separately. The highest score submitted in Group 1 will win first prize in Group 1. Second highest score submitted in that group will win 2nd prize and so on until the 100 prizes in Group 1 have been awarded. Prizes in Groups 2 and 3 will be awarded similarly.

4. If ties result (which seems likely in view of the size of the contest) the number of prizes corresponding to the number of tied contestants will be set aside before prizes are awarded for lower scores. Those tied must then send in solutions to a series of 5 tie-breaking puzzles. Solutions to Puzzle No. 1 will be judged first. If

this does not break all of the ties, the solutions to Puzzle No. 2 from remaining tied contestants will be judged, and so on, if necessary to Puzzle No. 5. Puzzles Nos. 2 through 5, therefore, may not have to be judged. A second, third or even a fourth series may be required. Tie-breaking puzzles will be similar to the original puzzle, although they will be larger and more difficult. No less than 14 nor more than 21 days from the date of mailing to tied contestants will be allowed for answering the first series of tie-breaking puzzles (if needed), and puzzles will be mailed by us so that the arrival date for each tied contestant should be the same. Not less than 3 nor more than 7 days will be allowed for the second, third and fourth series (if needed). No additional contributions will be required with tie-breaking puzzles. In the event of final ties, the full amount of the tied-for prize will be awarded each tied contestant.

5. The contest is open to any resident of the Continental United States except employees of AMVETS National Service Foundation, Inc. and its affiliated organizations, its advertising agency, its service organizations, or anyone who has won \$500.00 or more in cash or kind awarded in any other contest, or any member of such ex-

cluded persons' families. Only one member of a family may compete. All entries must bear a bona-fide permanent home address in the Continental United States to which all contest mail will be sent. In view of the uncertain address of members of the Armed Forces on active duty, and the consequent delay in mail delivery, this contest is not open to them.

6. Solution must be submitted on an Official Entry Form. At no extra cost, one substitute solution can be submitted on the Official Numbered Substitute Solution Form which, together with acknowledgment of entry, will be sent to each contestant. Neatness does not count, but unsigned or illegible entries, or entries so unclear as to be confusing, will not be considered, and accompanying donations will be returned upon request after judging is completed. Make no error in your addition of points claimed for it will make that claim invalid. Where more than one entry is submitted by an individual his or her highest valid score will be considered only in that group or groups in which that score is entered. That score will serve to compete in any one, two or all three prize groups, depending on the amount donated with that particular entry. An individual may win only one prize in

each prize group.

7. The final authority on spelling, names and definitions of the objects will be the Merriam-Webster New International Dictionary, Unabridged, Second Edition (1950 printing).

8. All entries must be sent by mail to: Amvets Foundation \$100,000 Contest Washington 1, D. C.

and must be postmarked before midnight, October 30, 1950, and received before 5 P. M., Nov. 15, 1950. An extra 75 days from these dates is allowed for the mailing and receipt of substitute solutions and additional donations. The Foundation will not be responsible for mail lost or delayed or for clerical or mechanical errors. The decision of the Foundation and/or its Board of Judges on any and all matters, under the rules and instructions, affecting the contest is final.

9. Any contestant who accepts help of any kind from any one (same family or household excepted), or does not comply with rule 5 will be disqualified. (We reserve the right to reject any entry for any reason prior to commencement of judging and to refund all money received with such entry.) Sworn statements to this effect will be required from all winners and every reasonable effort will be made to enforce this rule.

0000

PRIZES

WIN

\$60,000 or \$53,000
\$47,000 or \$43,000

A Special Message from Harold Russell National Commander Amvets



Star of the
Academy Award
Film "Best Years
Of Our Lives"

It took me weeks to learn how to write with a hook instead of a hand—but I was a lucky guy! There are thousands of less fortunate veterans who are still fighting to rebuild their lives, and they need your help.

So I write to you personally—asking you to get behind the "We Remember" Campaign to remember the boys who gave so much for victory.

A GREAT CONTEST!

...With Great Prizes!...for a Great Cause

sponsored by AMVETS (American Veterans of World War II) National Service Foundation, Inc. This \$100,000.00 contest brings you the opportunity to get riches for yourself plus the chance to join in AMVETS "We Remember" Campaign.

Since its inception AMVETS Service Department has helped thousands of veterans in need of aid—all at tremendous cost to the Service Foundation. AMVETS service goes to those who sacrificed most, who suffered the wounds, the shocks and diseases incident to war. They were heroes then and today "we remember!" And you will be delighted to know that every penny of the net proceeds raised by this campaign (after payment of prizes, advertising and other necessary expenses) will be used to continue this good work. Today enter this \$100,000.00 contest. Remember that in return for your help you may, by using your puzzle solving skill, win as much as SIXTY THOUSAND DOLLARS—enough to be "rich for life!" Enter right away, for remember you can always send in a second answer free of extra charge once you have entered. (Be sure to read about extra prize for ACTION shown at left.)

MAKE TODAY YOUR DAY TO HEAD FOR RICHES! ENTER NOW! WIN UP TO \$60,000.00

Here's how to solve the Puzzle →

Follow these Instructions

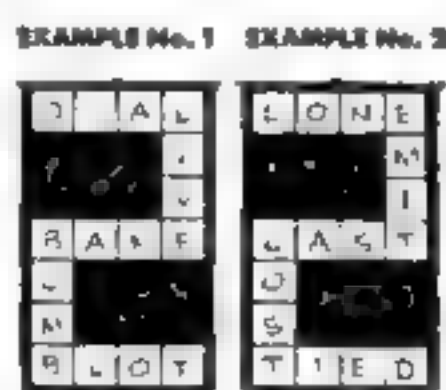
1. First solve the Picture Crossword. This is not an ordinary Crossword, for instead of definitions, we have reproduced illustrations of objects numbered for "ACROSS" and "DOWN." Identify the objects and fill in their names correctly spelled, in the proper spaces in the diagram, just as you would in a regular crossword puzzle. No. 1 "ACROSS," for example, is SPUR; No. 1 "DOWN" is SADDLE and No. 2 "DOWN" is ROLLER. These we have filled in for you.

2. Go on from there. Once your Puzzle Diagram is filled in you will find that 14 extra 4-letter words have been automatically formed. (Just as we formed DIAL and LONE by filling in SADDLE and ROLLER.) Now score yourself 50 points for each of the 34 objects identified and filled in and 10 points for each of the 14 words—a total of 1840 points if correctly completed.

3. Your next step is to take any one of the 14 extra words from the filled-in puzzle (these words must appear in the Official Word List) and fill it into the top letter path of the small 5-path diagram printed below the big diagram. That word becomes your KEY word. This word is important for your job now is to take four more words from the Official Word List (which gives you a choice of 54 words) and link up those words so as to fill in all the blank spaces in the 5-Path Diagram. No word may be used more than once and including the Key word you must use 5 different words. (See below.) With so many words to choose from this should be easy. But your goal is to use only those words which will give you the highest possible score when you add up the value of the 16 letters used. (See Official Letter Value Chart.)

And that is where your key word is so important, for the letters in the words you fill into the 5-path diagram are worth DOUBLE the value indicated in the Official Letter Value Chart whenever they are letters that appear in your selected KEY word. For example, if you insert DIAL as your KEY word, D becomes worth 4 points instead of 2; I becomes 4; A becomes 6; L becomes 6. So whenever you use in the 5-path diagram a D, an I, an A or an L this doubled value is effective. All the other letters retain their chart value. To the score you thus reach you must then add the points you have already earned by filling in the crossword puzzle correctly. To show you how this actually works we give you two examples below.

In Example No. 1 we have used DIAL as the Key word. Linking up the words we selected and counting the letter D, the letter I, the letter A and the letter L double each time used, we reached a score of 76 for our extra 5 words. This we added to the 1840 points earned by correctly solving the picture crossword puzzle for a total score of 1916.



In Example No. 2 we used LONE as our Key word and counting the letter L double, O double, N double, E double each time used we boosted our score to 95 for our extra 5 words, raising our total score to 1935.

If you get the idea, try your hand now. Enter today—remember you can always send in a higher score later on free of extra charge. (See extra Award for Action at left.) Hurry! This may be your day to start on your way to riches.

"SOLVE THIS OFFICIAL PUZZLE"



All words must read from left to right or top to bottom.

Official Word List

more rank pour arab chin tray
germ live quit soul loss sent
emit exit dial lost rear cure
wing toll goat boat tied yard
lady June bake chug barb gaze
quiz stab logs year grin date
lose seal drug blot bomb last
bank tomb raid gown each note
play jail any name your lake

Official Letter Value Chart

A 3	F 2	J 5	N 4	R 5	V 3
B 5	G 5	K 4	O 6	S 3	W 2
C 4	H 6	L 3	P 3	T 5	X 8
D 2	I 2	M 2	Q 4	U 6	Y 3
E 8				Z 4	



AMVETS Foundation \$100,000 Contest
Dept. 151, Washington 1, D. C.

I enclose herewith \$_____ contribution to AMVETS National Service Foundation, Inc. Enter me in your contest. I claim _____ points as shown on my solution submitted herewith.

Note: Be careful in adding your score, for an error will make your solution invalid.

I have read the rules, regulations and instructions and agree to abide by them.

It is understood you will send me with my receipt for the enclosed donation an official Numbered Substitute Solution Form on which I may send another solution free of extra charge. If I find I can improve my score between now and the final closing date for substitute solutions as shown in Rule 5.

(Please check below prize group or groups you are entering.)

- ☐ Group No. 1 (\$7,000 First Prize) \$2.50 contributed
- ☐ Group No. 2 (\$28,000 First Prize) \$5 contributed
- ☐ Group No. 1 and 2 (\$25,000 combined first prize) \$7.50 contributed
- ☐ Group No. 3 (\$35,000 First Prize) \$10 contributed
- ☐ Group No. 1 and 3 (\$42,000 combined first prize) \$12.50 contributed
- ☐ Group No. 2 and 3 (\$53,000 combined first prize) \$15 contributed
- ☐ Group No. 1, 2, and 3 (\$60,000 combined first prize) \$17.50 contributed

NOTE: Donations should be made payable to AMVETS National Service Foundation, Inc. Please send check, money order or postal note only. Do NOT send cash.

SIGNED

Name _____ PLEASE PRINT PLAINLY

Address _____

City _____ State _____

Add final review of this official prize and entry form will be sent free on request when accompanied by self-addressed, stamped envelope. (Address Dept. 700.)

If you have already entered this \$100,000.00 contest DO NOT USE this Puzzle Entry Form for submitting a substitute solution. You will receive your Official Numbered Substitute Form shortly. Allow 2 or 3 weeks depending on distance from Contest Headquarters.

☐ Check here if you are entering in time to qualify to be eligible for OLDSMORILE Model 88 Convertible—the extra award for Action for those who enter prior to October 4, 1950.



MADONNA AND CHILD, painted by an artist (name unknown) of Malacca, is one of the few religious paintings in which the natives are being piously offered fruits of the earth by two dark-skinned natives of the island.



ANNUNCIATION was painted by Li Hing Nien in style whose tradition goes back to 17th Century, when missionaries learned Chinese technique.



LAST SUPPER is largest painting by Li Hing Nien, of Malacca. The composition and form of the Apostles

gesture are derived from Western paintings, but the background, the food, the costumes, the trees and

the manner of sitting down, cross-legged at a low table, are all native and authentically local.



Today she was a terror! Tonight she's all angel, dream-dusted and dear in her downy Merrichild Sleeper. She's out of this world!

Merrichilds are out of this world, too — in comfort, good looks and wonderful wearability! But when it comes to cost, Merrichilds are just down-to-earth thrifty!

Small fry love the snug, warm collars and cuffs — the soft, fluffy fabric. You'll love the Gripper fasteners that won't come off in the laundry — the double-soled feet that wear and wear. In pink, blue, canary — and the new candy colors, lollypop green and taffy-apple red. Be sure it's Merrichild before you buy. P. H. Hanes Knitting Company, Winston-Salem 1, N. C.

.....
Have You Seen Sleepyhead? Sleepyhead's knit for the best dressed tots in Dreamland — a delightful, de luxe sleeper of petal-soft **SUEDEKNIT®** material. Ask your dealer about it. Sleepyhead's really dream stuff!

®Reg. U. S. Pat. Off.



Merrichild Sleepers

For 41 years, fine knitters of Hanes underwear, sportswear and sleepers



FLAT, SMOOTH SEAMS!



SPRINGY-KNIT OF THE FINEST COTTON!



DOUBLE-STITCHED SHOULDERS FOR DURABILITY!

Heinz Ketchup Is Made From The World's Most Valued Recipe!



Full-Bodied Heinz Tomato Ketchup
Gives Many A Dish The Can't-Be-
Copied Flavor Of Heinz "Aristocrat"
Tomatoes, Fine Vinegar And
Expertly Selected Spices—Blended
To The World's Most Valued Recipe!

FIRST time you taste Heinz Ketchup—whether you dash a little on a big, thick steak or pour it over a steaming plate of stew—you'll admit its flavor is *unbeatable*! And it's mighty easy to understand why Heinz Tomato Ketchup is famed for that can't-be-copied taste! A lot of rather special things go into the preparation of this popular condiment! Big, juice-laden "Aristocrat" tomatoes, harvested at their prime, are skilfully blended with fine vinegar and carefully selected spices. Our chefs use the world's *most valued* recipe—plus a lot of old-fashioned care and skill.

● **Heinz Ketchup** is thrifty, too. It's so rich and concentrated just a little does wonders for anything from gravies to chops! And you *know* it's good because it's *Heinz*!



*Heinz fine Vinegar brings
out the best in salads!*

● For that *extra zest* that makes a salad sing, try Heinz Vinegar! Mellow and full-bodied, it goes further—costs less to use! Four kinds: Cider, Malt, Tarragon, Distilled White!



*Why your baby deserves
Heinz Baby Foods!*



● **Scientific cooking** gives finer flavor, color and texture to Heinz Baby Foods! Constant checks by experts in Heinz Quality Control Department assure a uniformly high nutritive content, too!



Listen To "Ozzie And Harriet" Friday Evenings Over ABC



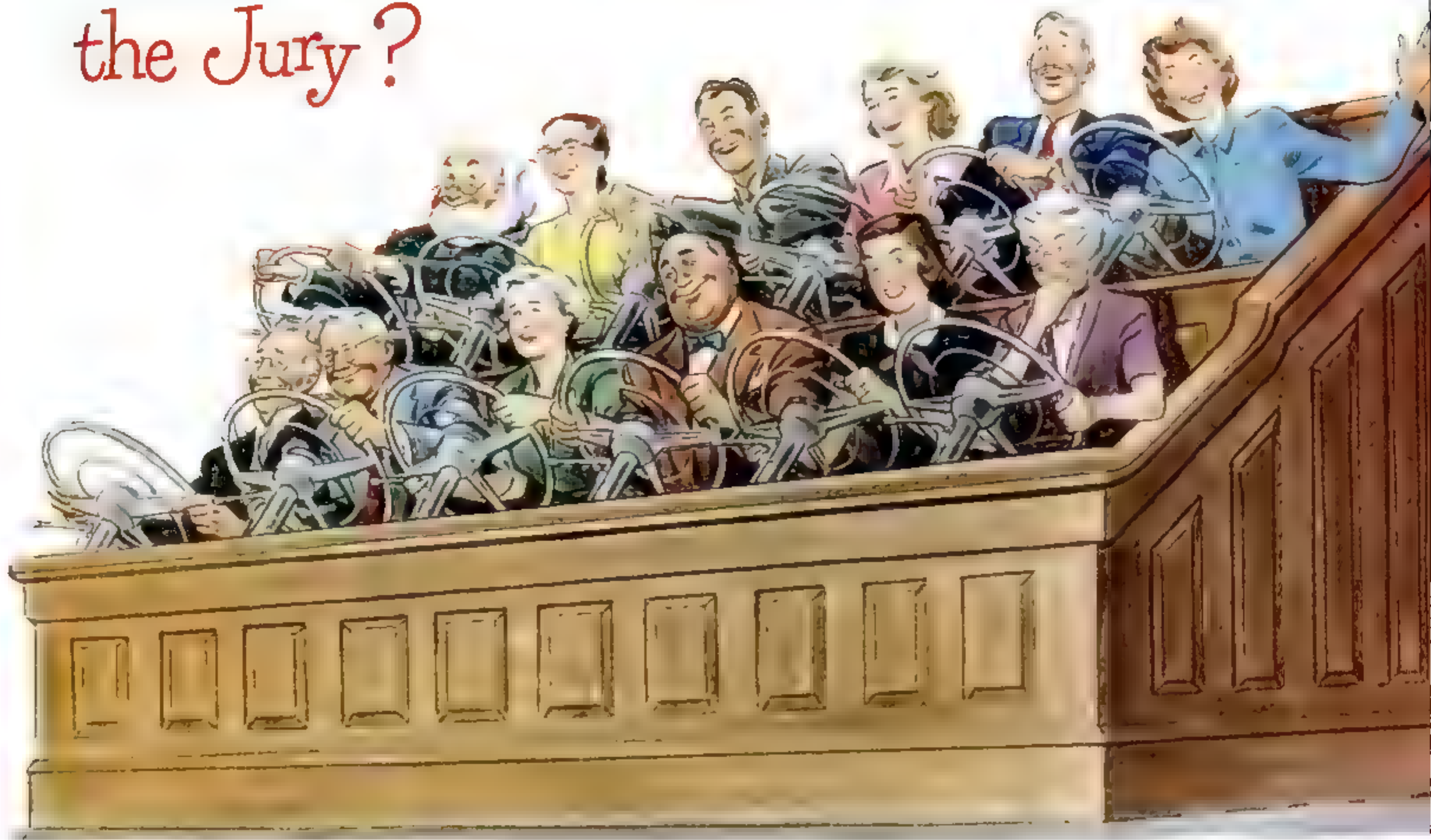
GIANT POTTERY

Student stunt starts a business

When students at the California School of Art in Los Angeles were asked to design king-sized pottery, they decided to fashion something new in big pots for flowers and trees. Existing pottery molds were so small the students had to splice and add to the clay while it was still wet. Some of the results are shown above, dwarfing

Student John Polbs. Previewed at a nursery, they sold so well their designers are now manufacturing them. The piece in foreground, called "The Pig," sells for \$15. The 32-inch pot at right costs \$38. "Sombrero Pot" (left) can be used in four ways, sells for \$15. The tall "Strawberry Pot" has pockets for small plants and costs \$60.

Won't you join the Jury?



The jury box Plymouth asks you to occupy is the driver's seat. That's the place to compare "all three" leading low-priced cars. Decide for yourself which one rides and handles best. And Plymouth will be satisfied with your

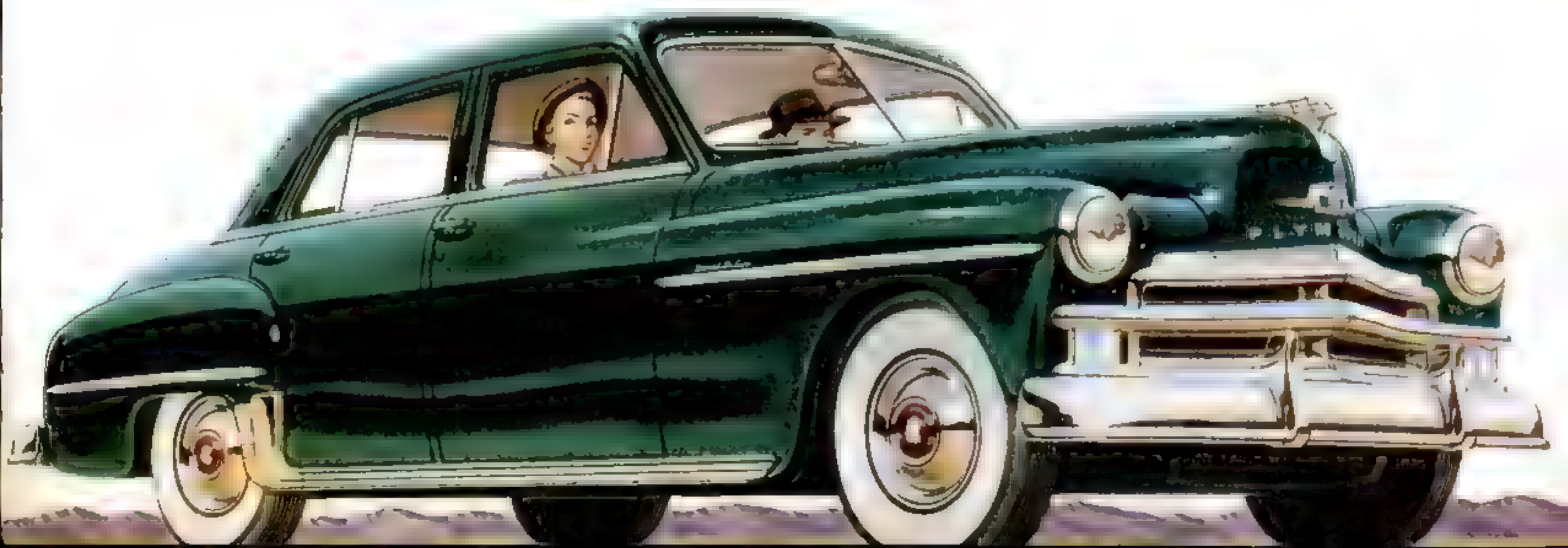
verdict! The evidence includes the convenience of Ignition Key Starting, the soft, gliding comfort of Air Pillow Ride, the easy control of Safe-Guard Hydraulic Brakes, the get-up-and-go of 97-horsepower engine with 7.0 to 1

high compression and many other features found in no other car in the lowest-priced field. Won't you join the jury by getting a demonstration from your nearby Plymouth dealer? And let performance prove the case!

PACKED WITH VALUE AND READY TO PROVE IT

Plymouth

PLYMOUTH Division of CHRYSLER CORPORATION, Detroit 31 Michigan





A PAIR OF PARISIENNES SWING AROUND THE FLOOR OF THE LIDO, FANCIEST OF BIG PARIS NIGHTCLUBS. BY PARIS STANDARDS, THIS ACT IS ONLY MODERATELY NAKED

PARIS NIGHTCLUBS

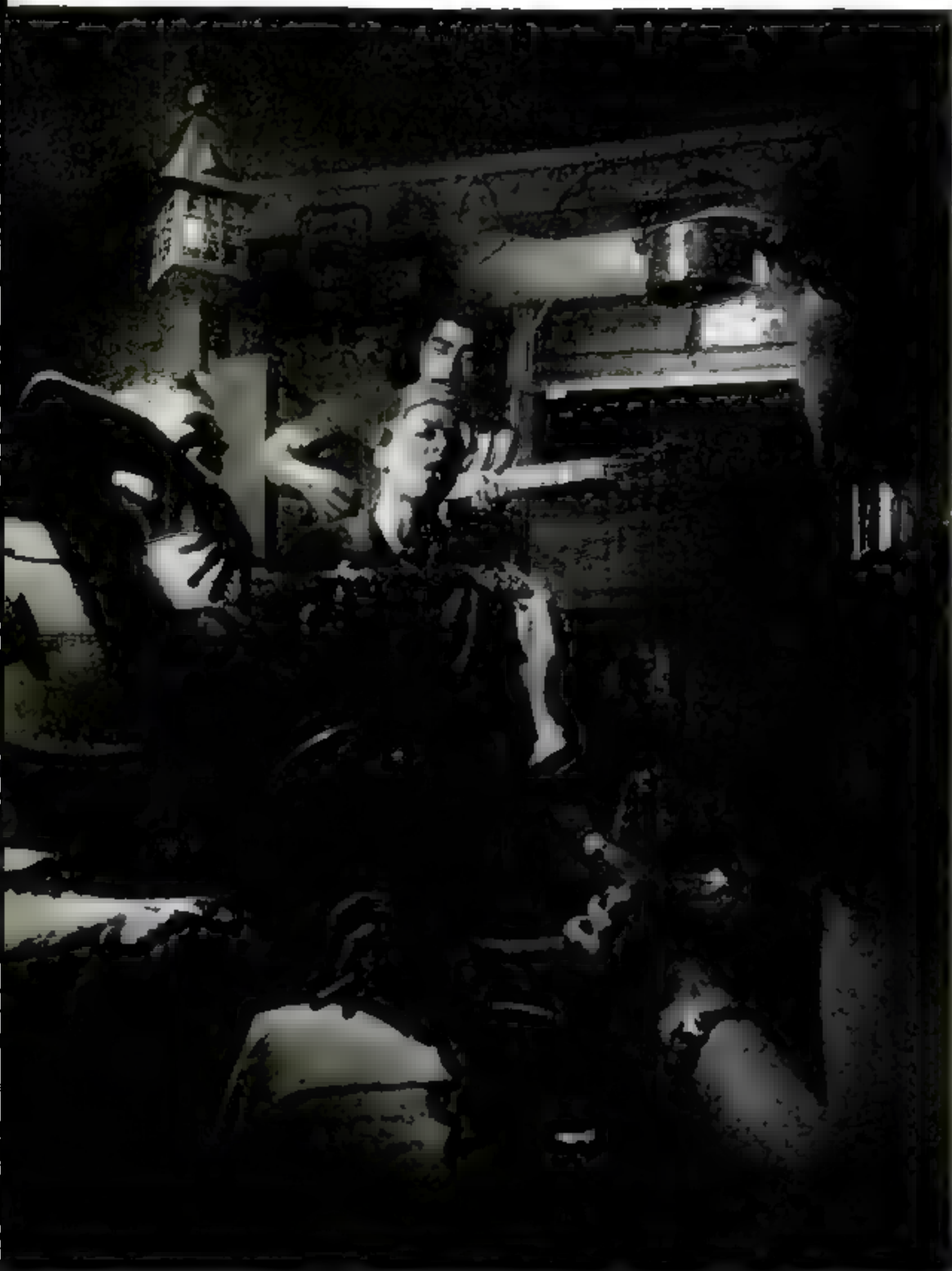
TOURISTS ARE DRAWN BY THE NUDE AND THE NAUGHTY

PHOTOGRAPHED FOR LIFE BY GJON MLLI

Parisians in summer get out of Paris whenever they can, leaving it deserted except for the 100,000 American tourists who descend on the City of Light. All those tourists of course spend their days visiting the Louvre, Notre-Dame, Napoleon's tomb. Most get a more rounded view by paying visits after dark to another type of monument—the *boite de nuit* where, as in the days of Napoleon III, spangles and black lace and naked female flesh take on a splendor they never seem to have anywhere else in the world.

This summer has seen changes in the geography of night life in Paris. The gaudy *boites* of Montmartre—of the Bal Tabarin type—are running to seed, while a big, shiny joint like the Lido on the Champs Elysées flourishes. Headquarters of sleazy Bohemia has shifted to the dank “existentialist” cobbles around St Germain des Prés. These pictures show a few of the places where Americans could satisfy their ancient dreams about Paris and recapture the nostalgic enchantment of being naughty.

CONTINUED ON NEXT PAGE 71



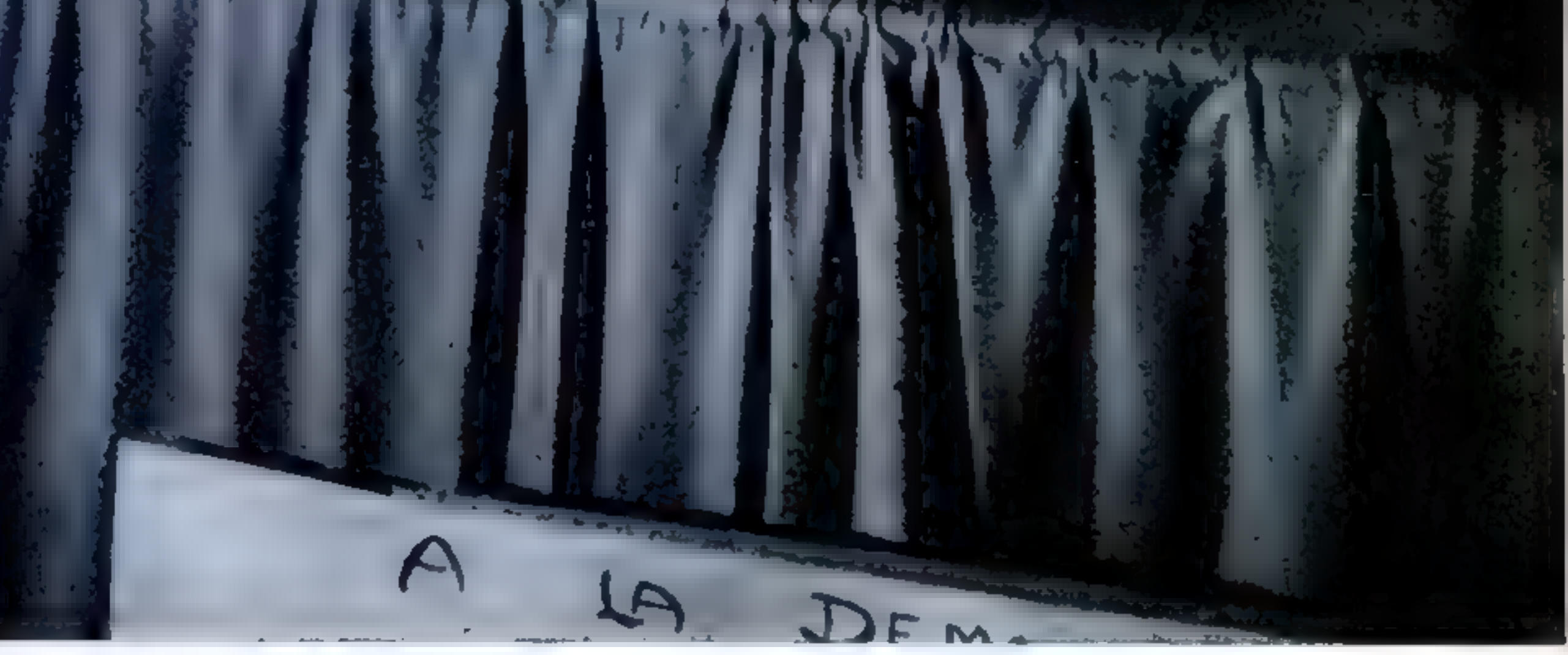
CHEZ GENEVIEVE

This small place on the Place du Tertre up at the top of Montmartre is only for Americans who know French pretty well—as they have to in order to understand what is going on. In *boîtes* like this, which are intended mostly for sentimental Frenchmen, there is no dancing or lavish entertainment, only singing of old French songs by throaty performers like Geneviève herself. The atmosphere of such *boîtes* tries to hark back to the days when Montmartre—then a peaceful rural hill with windmills and flocks of sheep—was a place where Parisians used to come for a glass of wine and a gay song to escape the noise and bustle of the city.

TANGO DU CHAT

This is one of the older student hangouts in the Latin Quarter around the University of Paris. Its walls are covered with humorous drawings done by generations of students and with sentiments like *Pour la France, repeuplez* (For France, let us repopulate). Since this class of patron is notoriously hard up, prices at "Tango of the Cat" are low. Most students take a glass of the cheapest thing they can get: fruit juices at 100 francs (30¢) or inferior champagne at 140 francs (40¢). Orchestra of accordion and drums plays rumbas, tangos and pasodobles—never jazz. Around 10:30 buses draw up with tourists and an Apache dance is put on for their benefit.





A LA DEM



SCHEHERAZADE

Swank and expensive—\$8.50 for a bottle of champagne is about as little as you can get away with—this *boite* features an extremely ornate setting and intimate music performed by a string orchestra of well-dressed fidlers who split up and play gypsy music for romantic couples tucked away between oriental columns.



LA ROSE ROUGE

The "Red Rose" is a small (50x20 feet) cellar which holds 300 people, most of them claiming to be intellectuals. (Specimen intellectuals: the King of the Belgians, Edward G. Robinson.) Most popular performers at this *boite* are the four Frères Jacques, shown above doing a pantomime-ballet satirizing military life.

CONTINUED ON NEXT PAGE 75



LE CIEL

The atmosphere at Le Ciel ("Heaven") hasn't changed much since it was opened for the visitors to the International Exposition of 1900. Frowsy and inexpensive (20¢ a drink), it still surprises newcomers with tricks it plays on patrons. The man below has been invited to go up on stage and inspect the delights of heaven. He does not know that a half-naked woman is leaning on his shoulder; and in fact she isn't. She is off stage and her image is reflected to his side by a strategically placed glass plate. The rest of the audience (*right*) always gets a big kick out of the victim's bland expression. Le Ciel was formerly operated jointly with a place next door called L'Enfer ("Hell"). But "Hell" went broke and had to close its doors.





"Imagine trying to fool anyone with overalls that haven't a 'Sanforized' label!"



"It was nothing at all - I'm wearing my 'Sanforized' slacks."



"It don't say 'Sanforized,' I'll take it for me brother-in-law."



MISTER! Whoever you are. To avoid cotton garments that shrink out of fit, ALWAYS look for, demand, and insist on seeing the "Sanforized" trade-mark before you buy! Seeing is believing! Make even your favorite salesman show you "Sanforized" on the label. P.S. Tell your missus, too.

•SANFORIZED•
MADE IN U.S.A.

Cluett, Peabody & Co., Inc. permits use of its trade-mark "Sanforized," adopted in 1930, only on fabrics which meet this company's rigid shrinkage requirements. Fabrics bearing the trade-mark "Sanforized" will not shrink more than 1% by the Government's standard test.

JULY 10

"A superb job of reporting the first days of the war, unmatched by any other weekly magazine."

MRS. PARKER EDWARDS
San Francisco, Calif.



JULY 17

"Another fine example of over-all news reporting. LIFE really makes me feel I know what's going on."

PETER J. FOYER
Tulsa, Okla.



56,900,000* Americans have been there

In pages like these LIFE's readers have lived the news for 56 eventful days. In pages like these, during the past eight weeks, LIFE's readers have found faraway events, confusing events, brought into clear focus, have seen and shared the actions and passions of our times.

LIFE has taken its readers to Korea with Photographers Carl Mydans, David Duncan and Hank Walker, with Writers John Osborne, James Bell and Frank Gibney. And during the past eight weeks (July 10—Aug. 28) LIFE has taken its readers to many a news spot far from the fighting front—to Paris and Rome and Brussels, to Washington, Lake Success and Silver City, N. Mex. In the 868 pages that made up the past eight issues, LIFE's readers have seen the important events of the world as they would have seen

them had they been there and have found in eyewitness news reporting a real understanding of the events that are shaping their lives.

These are the issues of LIFE that have been published since the Korean war shifted the news spotlight to a remote peninsula in Asia. And these are some of the things LIFE's readers have said about these issues. LIFE thanks its readers and assures them that wherever the spotlight might shift in the weeks ahead, LIFE will be there to eyewitness, photograph and report the important events for them.

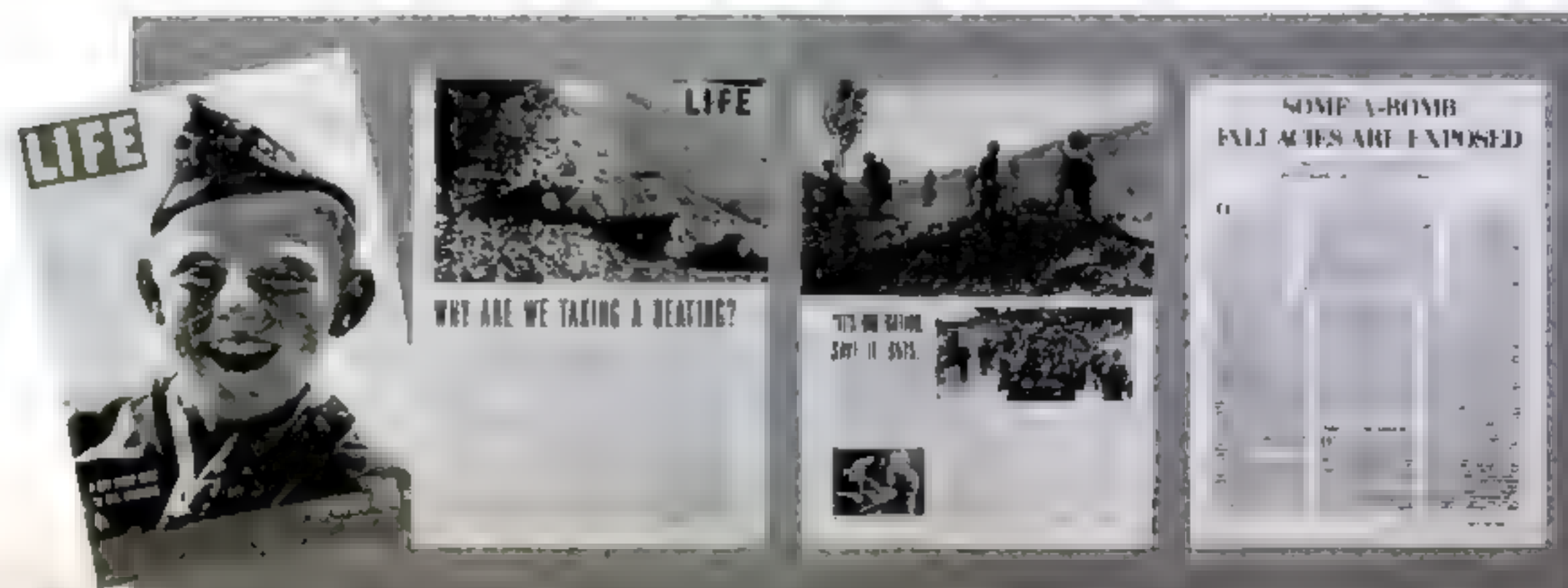
*According to a new, important study of magazine readership made by Alfred Politz Research, Inc., 56,900,000 different Americans read one or more of eight issues of LIFE.

LIFE

JULY 24

"LIFE has given us the most complete account of the Korean situation today."

CLINT SKINNER
Bagdad, Ariz.



JULY 31

"Your courage in publishing these articles is a contribution to the welfare of our nation"

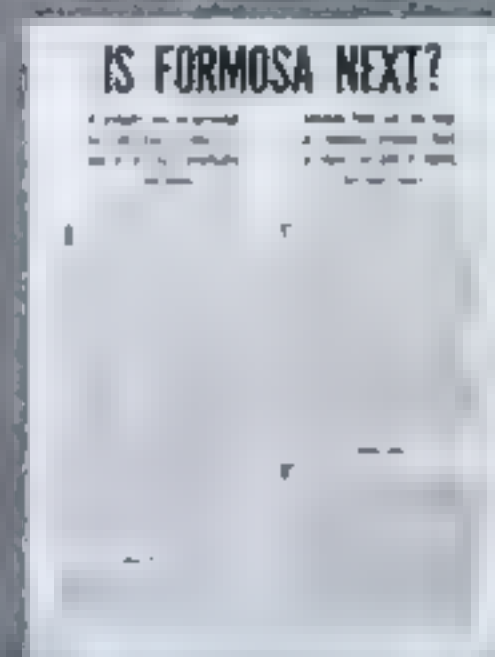
CHARLES G. ALBERT
North Catasauqua, Pa



AUGUST 7

"Life editorials will live as a great and everlasting service to America. I honor you and your organization for them."

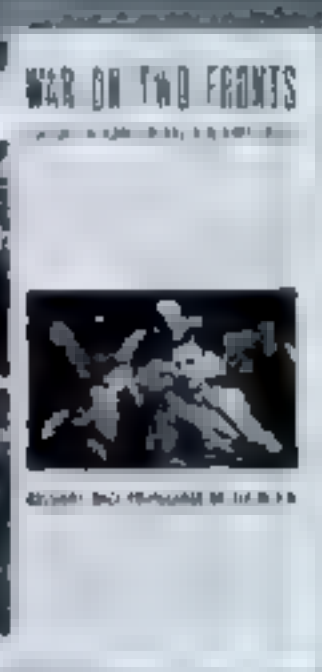
THE ASHLAND Press
Ashland, Wis.



AUGUST 14

"I think your entire staff does a bang-up job with special braves thrown in the direction of the photographers."

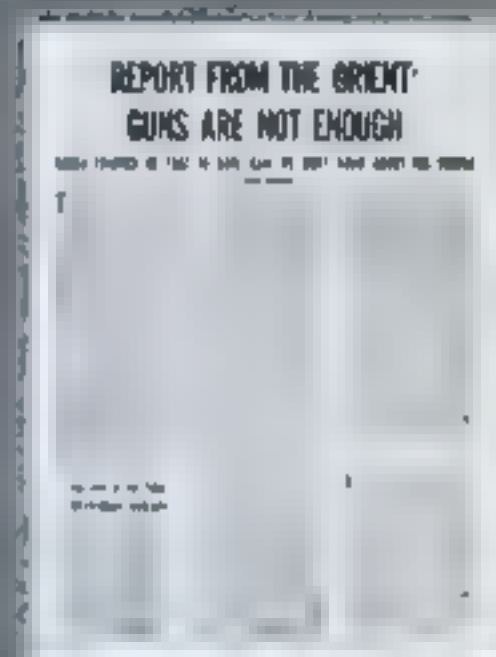
BETTY SMITH
New York, N. Y.



AUGUST 21

"No words could more concisely state the major problem which we are facing"

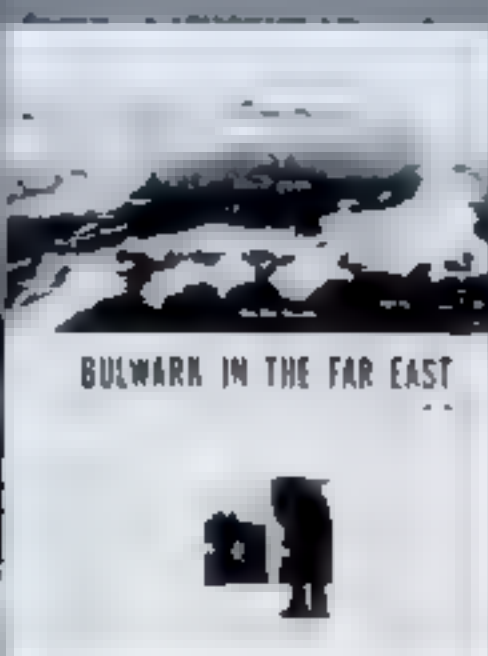
RALPH J. SCHWARTZ JR.
New York, N. Y.



AUGUST 28

"Life has again taken another major step toward the better standards of journalism"

JAMES J. KEOLKER
Quincy, Calif







What Makes Russians Patriotic

An American admiral tells the story of "rodina"—fierce love of the soil that binds millions to the motherland

BY REAR ADMIRAL LESLIE C. STEVENS

MORE people in the U.S. seem to know more things that are not true about Russia than about almost any other subject. Being denied factual information to think with, they tend to turn to rather slick and glossy generalizations that mirror only a distorted image of the truth. Some of the most popular and sweeping generalizations are also mutually contradictory. There is, for example, a widely held belief that temperamentally the Russians are essentially no different from Americans. The reverse of this idea is almost equally popular: Russians are so utterly alien as to be beyond all American understanding.

Truth falls—as is its habit—between these extremes. The Russian people, hearty and approachable, are among the few foreign peoples who do not resent cheery backslapping on very limited acquaintance. But real resemblance to Americans goes no deeper than such superficial facts as this. The Russian character is immensely complex—and as full of apparent contradictions as most American opinion about it.

Of all the puzzles about the Russians the one that most fascinated me during my stay there was their intense devotion, their almost wild love for their vast and monotonous native land. It is the mark and marvel of their national character and has a quality singularly Russian. There is something serene about an Englishman's patriotism, something forceful and extroverted about an American's, something of the considerate love of a mistress in the Frenchman's. But the Russian loves Russia violently and without restraint—even when she beats him.

So fierce a passion is the Russians' love of their land that in time of war it is—except for the sheer weight of Russian numbers and their vast territories—the greatest military asset Moscow has. In peace or war it is a powerful political asset—and none knows this better than the Bolshevik party and the Politburo. Since they are themselves predominantly Russian, there is no need to charge them with complete cynicism in exploiting the people's patriotism. But, regardless of their sincerity of motive, they do exploit it to the limit, playing on the patriotic theme everywhere, insistently, through every possible medium of publicity. Much of this patriotic fervor is spurious and calculatedly extravagant—the idealization of the "superior" Soviet citizen, the accompanying vilification of the West. But however false the uses to which it is put, the people's patriotism is a formidable reality.

The puzzling feature of this patriotism, to the Westerner, is the fact

← IN HER BLEAK VASTNESS RUSSIA HAS MANY LOVELY OASES

CONTINUED ON NEXT PAGE 81

READER'S DIGEST* reports the same research which proves that brushing teeth right after eating with **COLGATE DENTAL CREAM STOPS TOOTH DECAY BEST**




**Better Than Any Other Way Of Preventing Tooth
Decay According To Published Reports!**




READER'S DIGEST recently reported on one of the most extensive experiments in dentifrice history! And here are additional facts: The one and only toothpaste used in this research was Colgate Dental Cream. Yes, this scientific research showed brushing teeth right after eating with Colgate Dental Cream stopped decay best! Better than any other home method of oral hygiene! The Colgate way stopped more decay for more people than ever reported in all dentifrice history!

NO OTHER TOOTHPASTE OR POWDER—AMMONIATED OR NOT—OFFERS PROOF OF SUCH RESULTS! Over a two-year period, leading scientists found no new cavities whatever for more than 1 out of 3 who used Colgate's correctly! No dentifrice can stop all tooth decay, or help cavities already started. But the Colgate way is the most effective way yet known to help your dentist prevent decay!





ALWAYS USE
COLGATE'S TO CLEAN YOUR
BREATH WHILE YOU CLEAN
YOUR TEETH — AND HELP
STOP TOOTH DECAY!



*** YOU SHOULD KNOW!** Colgate's, while not mentioned by name, was the one and only toothpaste used in the research reported in July Reader's Digest.

REAR ADMIRAL LESLIE CLARK STEVENS



The author (left), now stationed in Washington, served as U.S. Naval Attaché in Moscow from June 1947 to October 1949. A lifelong student of Russian history and culture, and fluent in the Russian language, he was able to travel extensively and to learn a great deal about the Soviet state. The material in the accompanying article is based on Stevens' personal observations and his own translations from Russian sources.

RUSSIAN PATRIOTISM CONTINUED

that it is lavished on a land that is dull in its scenery, severe in its climate and historically harsh to its own people. What inspires a people to love so extravagantly a land so ungenerous?

I have often heard the brisk answer: "Doubtless because there is so much of it!" Glib though it may be, that remark has serious substance. There is something about the very vastness of the Russian land that excites an emotional response. The low hills have a repetitive lift and a swing to them like the ground swell of the sea and, as with the sea, one can readily come to love them for themselves. Gogol, writing from exile in Italy more than a century ago, captured this feeling in *Dead Souls*:

"Russia! Russia! I can see you—from my marvelous, fine distance, I can see you. All is poor, scanty and shelterless in you—no arrogant wonders of art. . . . Everything in you is level and open as the desert; like little dots, like punctuation marks, your low cities thrust up unnoticed among the plains; nothing flatters or charms the gaze. But what sort of inscrutable, secret power attracts one to you? Why does your melancholy song, drifting through all the length and breadth of you, sound in one's ears? What is in this song? What calls and sobs and clutches at the heart? What sort of sounds kiss hurtlingly, stream into the soul, and wind themselves around my heart? Russia! What can it be that you want of me? What sort of indescribable bond is hidden between us? . . . What do those unbounded spaces prophesy? . . . Oh, what shining, marvelous, unknown distances there are in your land, oh, Russia!"

The sense of familiarity

HERE Russian patriotism seems to pose a typical Russian paradox: is not the exhilarated response to great sweeping distances inconsistent with the notorious provincialism of the Russians? The nature of Russian landscape provides the explanation. Though there are flashes of real beauty in the countryside—beauty of an unkempt, pastoral sort, somber with pines and firs and bright with the silver boles of birches—the pattern is repeated with almost hypnotic monotony. Because of this sameness, because each place, each village and town, looks so much like the last or the next, the Russian can view almost any landscape for the first time with a sense of intimate familiarity verging on nostalgia. In this sense the Russian's provincialism is the very heart of his nationalism.

Such is the power of the Russians' provincialism, their deep sense of belonging to their given land, that it has almost stifled any venturesome pioneering spirit. Never successful colonizers overseas, they let their one venture in America wither on the vine, and, in striking contrast to the Germans, showed no liking for Africa. As for seagoing, it is doubtful if Russians did as much as other nations in exploring even their own back yard in the Eurasian Arctic. Even the colonization of Siberia could scarcely be recorded as a work of mass enthusiasm since a part of it has always been done through penal settlements and forced emigration. Today the "periphery" is no more appealing than ever, as is evident from the special inducements Moscow offers to engineers, artisans and professional men for distant duty.

Though in their youth they are much taken with the tales of Jules Verne and Jack London, as they grow up the Russians are increasingly happy to live precisely where their fathers lived, and there to be buried. While liking an occasional bit of travel within Russia, they like getting back home again even better. Today, since "the people" own the railroads, there is nothing wrong with stealing

CONTINUED ON PAGE 84

STUDENTS!

Get these 23 famous
"office-typewriter" features in this
Royal Portable!

FOR ONLY
\$69.50
PLUS TAX

1. Shift Freedom
2. Fully Standard Keyboard
3. Finger-Flow Keys
4. Speed Spacer
5. Acceleraction
6. Rapid Ribbon Changer
7. Line Finder
8. Time-Saver Top
9. Back Spacer
10. Movable Paper Guide
11. Three-point Paper Feed
12. 2-way Paper Bail
13. Tilting Paper Table
14. Paper Scales
15. Left and Right Margin Stops
16. Shift Lock
17. Line Space Selector
18. Line Space & Carriage Return Lever
19. Full-size Cylinder
20. Line-end Warning Bell
21. Automatic Ribbon Reverse
22. Left and Right Shift Keys
23. Air-Flight Carrying Case



The Royal Portable Companion—
a full-size Portable with all essen-
tial typing features, at \$69.50.
Other models: Quiet De Luxe, at \$89.50;
Arrow, at \$79.50. All plus tax. See them
at your dealer's!

Your used typewriter is worth money. See your dealer about trading it in!

Low, pay-as-you-go weekly
or monthly terms can be arranged

ROYAL PORTABLE TYPEWRITERS

Made by the world's largest manufacturer of typewriters

KEEP THAT
YOUNG, HEALTHY LOOK!

Join Francis
Grover Cleveland
IN ONE OF THE WORLD'S
FOREMOST CLUBS

As man's youth has gotten longer, by decades, more and more men are taking a YOUNG man's care of their appearance—more and more men are joining the Aqua Velva After-Shave Club. This circulation rouser brightens and braces your skin after shaving, gives that young, healthy skin-freshness everyone enjoys looking at. Try it!



A few of the members: Lauritz Melchior, Norman Rockwell, Lucius Beebe, Maj. George Fielding Eliot, Eli Culbertson.

Francis Grover Cleveland, pioneer in the Summer Theatre movement and son of the late President, is a member of the Aqua Velva After-Shave Club.



curbs your
curves from
waist to hip

Made of flexible, strong nylon, this is a girdle to control your pounds, exalt your curves. Giving you hips you'll boogie, a waist worth buying a belt for. All at a purse-easy price—with money over for the matching bra. ■ Style 5452—14" sizes 25 to 32 ■ Style 5652—16" sizes 26 to 36. White and pink. \$5.00 ■ Matching nylon bra—style 6094. \$1.50

BESTFORM

no finer fit
at any price



THE RUSSIAN WINTER adds to the bleakness of the landscape, but it does not dismay natives like this camel-riding herdsman in the Kazakh Republic.

RUSSIAN PATRIOTISM CONTINUED

rides on them, and nonpaying passengers crowd the trains. But the crowds do not suggest any people's wanderlust so much as an eloquent commentary on the universally bad highways and the infinitesimally small number of automobiles. Taverns and hotels have always been in short supply in Russia. As Pushkin wrote in his *Eugene Onegin*, "Our roads are bad; the bridges, forgotten, rot away; at all the post stops, bedbugs and fleas do not give us a minute to sleep; and there are no taverns." What was true 125 years ago is almost equally true today; it is a land without Howard Johnsons, Hot Shoppes or hamburger stands, and the traveling Russian carries his food with him.

Russia's towns, even her cities, have a provincial air. Moscow itself is like an overgrown country town in many ways. Herdsmen lead their cows and goats along the capital's main boulevards; and the squeal of pigs, carried under the arms of hundreds of Moscow marketers, is a city sound as familiar as automobile horns.

The Great Russians have never had big, isolated farms like those everywhere in America. Notably, their language has no word for "country" in the general sense of "outside the town." The Russian expression is "in the village." They have never had isolated farms; everywhere the peasants, seeking companionship, have strung their log houses together along both sides of a single road. A Russian veteran of the Finnish war once told me what strange, tough people the Finns were. "In Finland you even see solitary houses in the forest, perhaps as much as two or three kilometers from any other house. You would think they would die of fear and loneliness. A Russian could never live like that."

Motherland vs. fatherland

THE more one examines the sources and inspiration of Russian patriotism the more striking seems that element which is simply love for one's native land, quite distinct from loyalty to a political entity. The language itself distinguishes between the two concepts. *Rodina* is the native land, "Mother Russia," the place where one is born. *Otechestvo*, meaning literally "fatherland," has more the connotation of the political entity. There is ample evidence that the people's love for *rodina* existed before there ever was a Russia as a political unit. Russian Historian Klyuchevsky has pointed out that, though the word "Russia" existed, it was always the *Russkaya zemlya*, the very soil itself, that was used in expressions of patriotism in the early days of Russian history. Never once in the early chronicles does one meet with the expression "Russian people." It is always "the land."

In his lovely poem *Rodina*, Lermontov has caught the fragrant spirit of this love of land. In prose translation it goes like this:

"I love my native land, but with a strange love which does not yield to reason. It is not glory, bought with blood, nor the peace that is full of a proud faith, nor the cherished traditions of the dark old times that stir in me the pleasing dream.

"But I love—why, I do not know—the cold silence of her steppes, the tossing of her shoreless forests, the flow of her rivers like the sea. . . .

"I love the little smoke of the burning stubble, the train of wagons spending the night on the steppe, and the pair of whitening birches on the hill in the midst of the yellow harvest. With a consolation that many do not know, I see the full threshing floor, the

CONTINUED ON PAGE 85

FROM THE WORLD'S FOREMOST PEN MAKER-

4 new Parker Pens

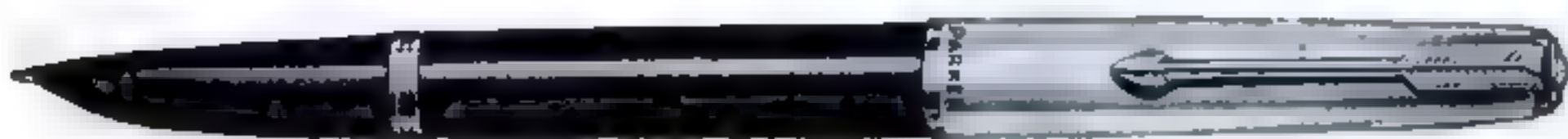
FOR THE FIRST TIME, YOU CAN BUY A MODERN, PRECISION-MADE PARKER PEN AT JUST ABOUT ANY PRICE YOU WANT TO PAY! CHOOSE NOW FOR SCHOOL, FOR BUSINESS, FOR HOME.

SURVEY after survey shows Parker to be the pen most people want to own. But not for years was it possible to buy a Parker for less than \$12.50. All our work went into producing the "51", the world's most-wanted pen. Now Parker precision skills and increased facilities have produced a new, advanced Parker

"51" . . . plus three additional pens of traditional Parker beauty and performance. Each of these four new pens is designed to give you the greatest value at the price!

See this new, complete array of Parker Pens now. You'll find that they match every writing need . . . they're perfect for every gift occasion.

NEW PARKER "51" with the Aero-metric Ink System



● The world's most-wanted pen . . . acclaimed for beauty and unequalled performance. Now equipped with the new exclusive Aero-metric Ink System and designed to far outlast ordinary pens. A real investment in writing pleasure! 8 rich colors. Platinium-clip, 14K gold points.

NEW PARKER "51" Special



● Typical "51" precision features. New-type, fastest-action filler. Visible ink supply. Pil-glass reservoir for outwears rubber. Super-smooth point of Octanium, the 8-metal alloy. Exclusive metered ink flow, 4 colors. Lustraloy caps.

NEW PARKER "21"



● Unsurpassed for style and precision at any price under \$10.00. Many fine-pen features . . . Octanium point; see-through ink chamber; simplified filling mechanism. Deep clip for security. Stainless cap. Colors: blue, green, red, black.

NEW PARKETTE



● The outstanding economy-priced pen of this year or any year. A real Parker Pen . . . style plus genuine value clear through. Satin-smooth, interchangeable point. Polished, stainless slip-on cap. Colors: black, blue, gray, red.



WINNER 1950
FASHION ACADEMY
AWARD

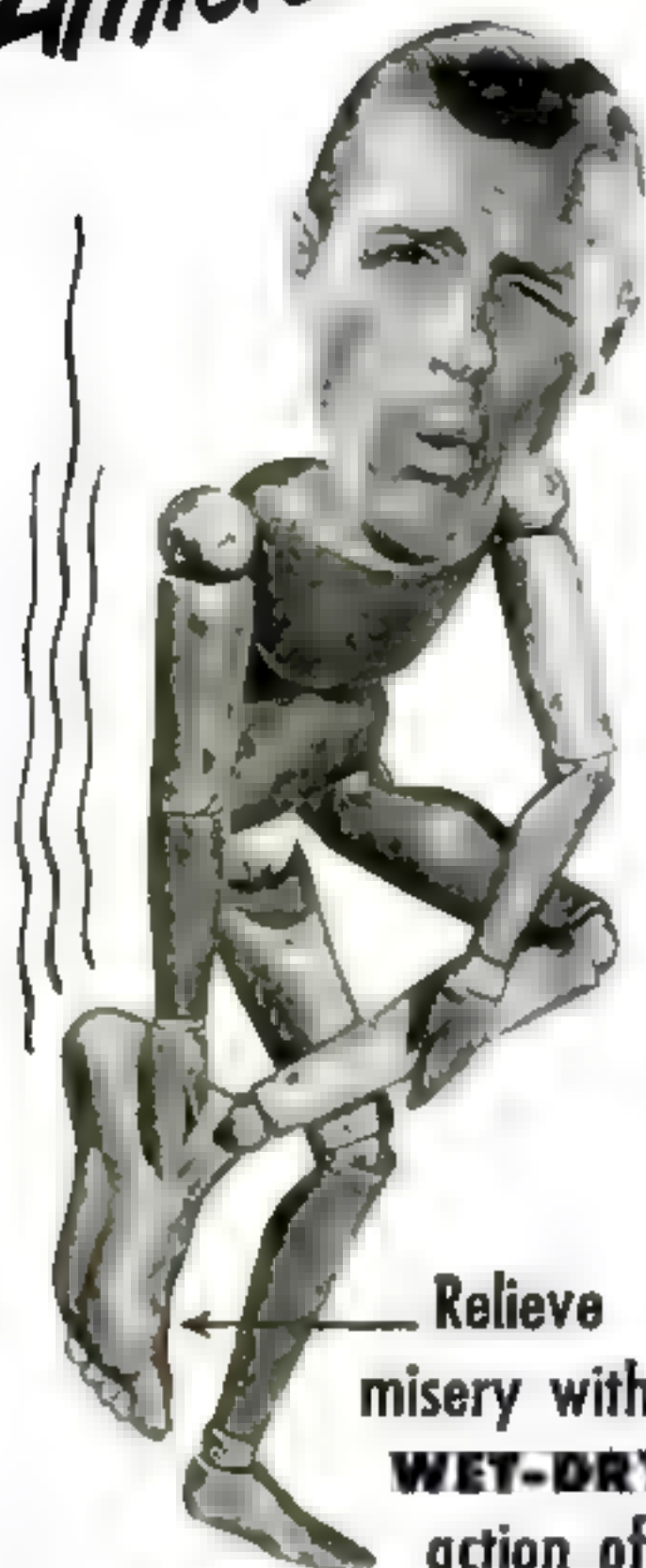
SEE YOUR PARKER DEALER TODAY! He offers a full selection of colors, models, and points specially suited to your way of writing. Famous Parker hooded point gives more comfortable writing; keeps ink off fingers.

All New Parker Pens, and only Parker Pens, are designed to use dry-writing Superchrome Ink. **YOU NEVER NEED A BLOTTER!** (They will also use ordinary ink.) Ask your dealer for super permanent, super-brilliant Parker Superchrome.



Logo, 1950 by The Parker Pen Company

Oh! my Athlete's Foot!



Relieve
misery with
WET-DRY
action of

Absorbine Jr.

• When Athlete's Foot torture strikes—use famous Absorbine Jr. *quick!* Its "Wet-Dry" action helps heal raw, itchy open cracks and promote regrowth of a smooth unbroken skin-barrier against reinfection! Yes, Absorbine Jr. is America's No. 1 Athlete's Foot stand-by!



• **SWAS** the skin between your toes with cotton soaked in Absorbine Jr. Its "wet-dry" action removes flaky dead skin and dissolves stale perspiration products on which Athlete's Foot micro-organisms thrive.

• **POUR** on Absorbine Jr. Its "drying" and fungicidal action inhibits growth of all the infecting fungi it can reach. Get time-proved Absorbine Jr. wherever drugs are sold... \$1.25 a bottle. Introductory Size 15¢.



Ah, my
Absorbine Jr.

W. F. Young, Inc.
Springfield, Mass.



PEOPLE OF RUSSIA vary in everything but their love of land. Top, left: an old man from central Russia; right: a youth from a Caucasus town. Bottom, left: a southern shepherd; right: a woman from a Moscow-area collective farm.

RUSSIAN PATRIOTISM CONTINUED

log hut thatched with straw, the window with its carved frame; and on a feast day, in the dewy evening, I am ready to gaze till midnight on the dancing, with its stamping and its whistling, accompanied by the talk of the dear, drunken muzhiks."

Love of the soil comes easiest to those who must eat from the soil—and who eat so little as to thank the soil for life itself. The vast mass of the Russian people spend most of their time and energy in simply obtaining enough to eat. The countryside, even close around Moscow, swarms with city dwellers augmenting their scanty food supply; even the shoulders of the roads are planted with private plots of cabbages and potatoes. This is one of the nations farthest removed from the land of the supermarket. At least twice since the Red Revolution vast famines have choked the land, darkening the cities as well as the villages. Nearly every Russian knows what hunger really is. Once, visiting a peasant log cabin, I remarked to the family that life in the villages must be a good life, peaceful and lovely, and one always could get enough to eat from the land and the stock. The old couple looked at me almost wonderingly, and one of them said, "But suppose your cow dies, or your goat is taken ill? Then you and your family die!"

Hard people from a hard land

THE Russian, who rarely gets meat, knows that food springs from the soil, that it is the *zemlya* of Mother Russia that gives him his very life. The log cabins themselves, in which all the country folk live and which form an appreciable part of even the greatest cities, grow out of the earth. Often half-submerged, villages are almost hard to discern, forming a part of the earth itself. I knew a Russian city dweller who insisted she was not attracted to America because when she thought of it all she could see was industry and the towers of New York, and never the land itself. To her the rich prize for which the Swedes, the French and the Germans had invaded Russia—the prize which is today coveted by the "capitalist encirclers"—is not the oil of the Caucasus nor the gold of Siberia nor the minerals of the Urals, but the very soil of Russia that gives life to the vast Russian people.

The hard land has produced a hard people. It would seem that the Russians' love for *rodina* would have been beaten out of them by their long succession of brutal masters. It has not been so. Most Soviet citizens of today have no standard for treatment except the Czarist regime. There is no question but that they have more

CONTINUED ON PAGE 81

38% Brighter Teeth

in
just ONE week



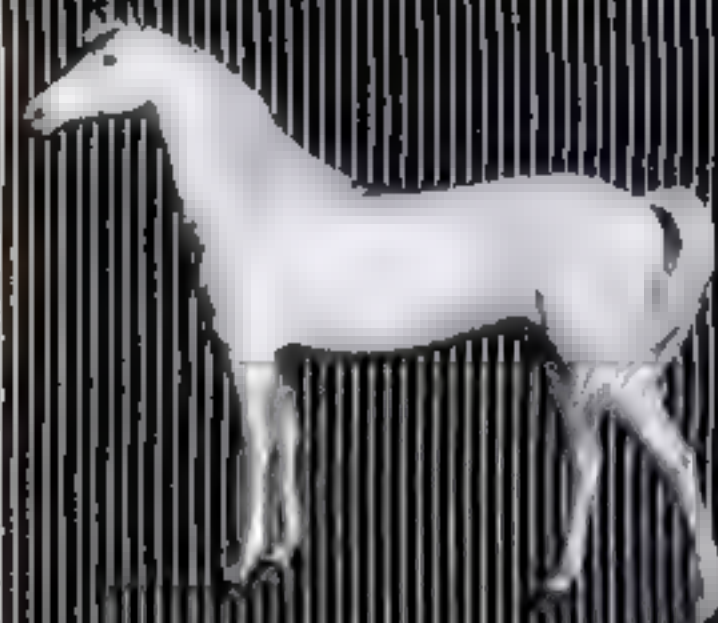
Amazing results proved by independent scientific test. For cleaner teeth, for a brighter smile... try Calox yourself!

CALOX

Tooth Powder

A product of McKESSON & ROBBINS

What a SCOTCH!



WHITE HORSE
of course!

- BLENDED SCOTCH WHISKY 86.8 PROOF
 - BROWNE-VINTNERS CO., Inc., New York
- Sole Distributors

FOR *Real Walking Pleasure* TAKE TWO STEPS IN JARMAN SHOES

1. Step up your appearance — LOOK SMARTER

2. Step into comfort — FEEL BETTER



Luxury styling at its best

JARMEN shoes are made to provide the finest quality and most comfortable wear. You'll find no other brand of shoes that offer you the same quality and comfort.

\$995 to \$1595
Most Styles

Yes, two steps in Jarmen shoes and you *look smarter* and *feel better*. Jarmen provides a wide assortment of distinctive styles to step up your appearance. And for sound comfort, every pair gives you Jarmen's famous *frontfoot's* soft heel, it's shock absorber, and comfortable feeling that's yours the instant your foot steps into a Jarmen shoe. First — last — no — first — fit and first in favor, it's no wonder more men wear Jarmen than any other brand in the price range. And Jarmen dealer has wide variety of new Fall styles awaiting your selection for *real walking pleasure* by a pair today.

JARMEN SHOE COMPANY NASHVILLE, TENN. DIV. OF GENERAL SHOE CORPORATION



HERE'S TO THE JOY OF GLOWING HEALTH!

Florida's vitamin-rich Grapefruit Juice helps fortify
you against colds and fatigue 24 hours a day!



FLORIDA
GRAPEFRUIT JUICE
OFFERS ALL THIS HELP
TO HEALTH EACH DAY!

1. Helps maintain
ALKALINE reserve
2. Supplies LIQUID—
hostile to colds
3. A gold mine
of VITAMIN C
4. Other VITAMINS
and MINERALS
5. ENERGY from
fruit sugars
6. Arouses sulky
APPETITES
7. Stimulates
DIGESTIVE juices
8. MILDLY LAXATIVE

FLORIDA GRAPEFRUIT JUICE IS FULL-STRENGTH —
BRIMFUL OF NATURAL HEALTH BENEFITS FOR YOU.
NOTHING TO DO BUT HELP YOURSELF!

FLORIDA CITRUS COMMISSION • LAKELAND, FLORIDA

FLORIDA CANNED GRAPEFRUIT JUICE



general social benefits today than they had under the Czar, though in the same 30 years most nations have registered similar progress. But the truth in any case is that most Russians do not regard themselves as being badly treated. They know that dark things continue to happen under the Soviets to the individual, to whole communities and classes. But, fed on their fat diet of government propaganda, they believe that such things, although hard on the individual, are for the common good. In the absence of any means of information but word of mouth, each person, each community, knows very little about what happens to other Soviet citizens, or why it happens. They know only that it is not healthy to be insistently curious. And the universal human feeling that "it can't happen to me"—either because one is too clever or because one's conscience is clear—prevails among the Russians, lulling even the most fearful.

To explain how a people can love even as they may fear, one does not have to go as far as to say that the Russians actually enjoy suffering. There is, in the Russian character, a curious duality. Unlike most Westerners, a Russian seems able to be both loyal and disloyal at the same time. One of the most universally recognized characters in Russian fiction is the servant Zakhar. In Goncharov's famous novel *Oblomov*, Zakhar's peculiar kind of loyalty to his master Oblomov illuminates a good deal of the Russian citizen's relationship to his country:

"Notwithstanding the fact that Zakhar loved to drink, to gossip and to bear tales, that he held out change from Oblomov's money, broke everything around the house and was consistently lazy, he was nevertheless a servant who was deeply devoted to his master. He would have thought nothing of being burned or drowned for him, not considering this any feat worthy of surprise or of any sort of reward. He looked on this as natural, or, to say better, he did not look on it at all, but acted thus without any sort of speculation. . . . Externally he was not obsequious to his master, and was even rude and familiar in his conduct with him, growing genuinely angry with him over any sort of trifle, and even speaking evilly of him in his gossiping at the gates; but nevertheless this shadow only existed temporarily, and did not at all diminish his blood-relation feeling of devotion to him, not only to Oblomov personally, but to all who bore the name of Oblomov, which was close, dear and valuable to him. . . . Zakhar loved Oblomov like a cat loves its attic, a horse its stall, a dog its kennel, in which it was born and grew up. . . . The tie between the two was unbreakable. Just as Oblomov could neither get up nor go to sleep, nor be combed or booted or finish dinner without Zakhar's help, so Zakhar could not imagine any other master for himself, no other existence than to dress and feed him, to be rude and sly with him, to lie to him, and at the same time to internally venerate him."

When one hears a Russian cursing his government, it is well to remember the spirit of Zakhar.

The tribute of agony

ALL that we see in Russian character is naturally rooted in Russian history. Here we must look for the forces that made Russian nationalism the fierce thing it is. Conscious, popular nationalism in Russia has been given three tremendous impulses—the defeat of Charles XII at Poltava, the defeat of Napoleon in 1812 and the defeat of the German armies under Hitler. In each case Russia was freed of dangerous invaders, and great foreign armies were swept from the soil of Russia to utter disaster. Each time final victory came on a grander and more spectacular scale.

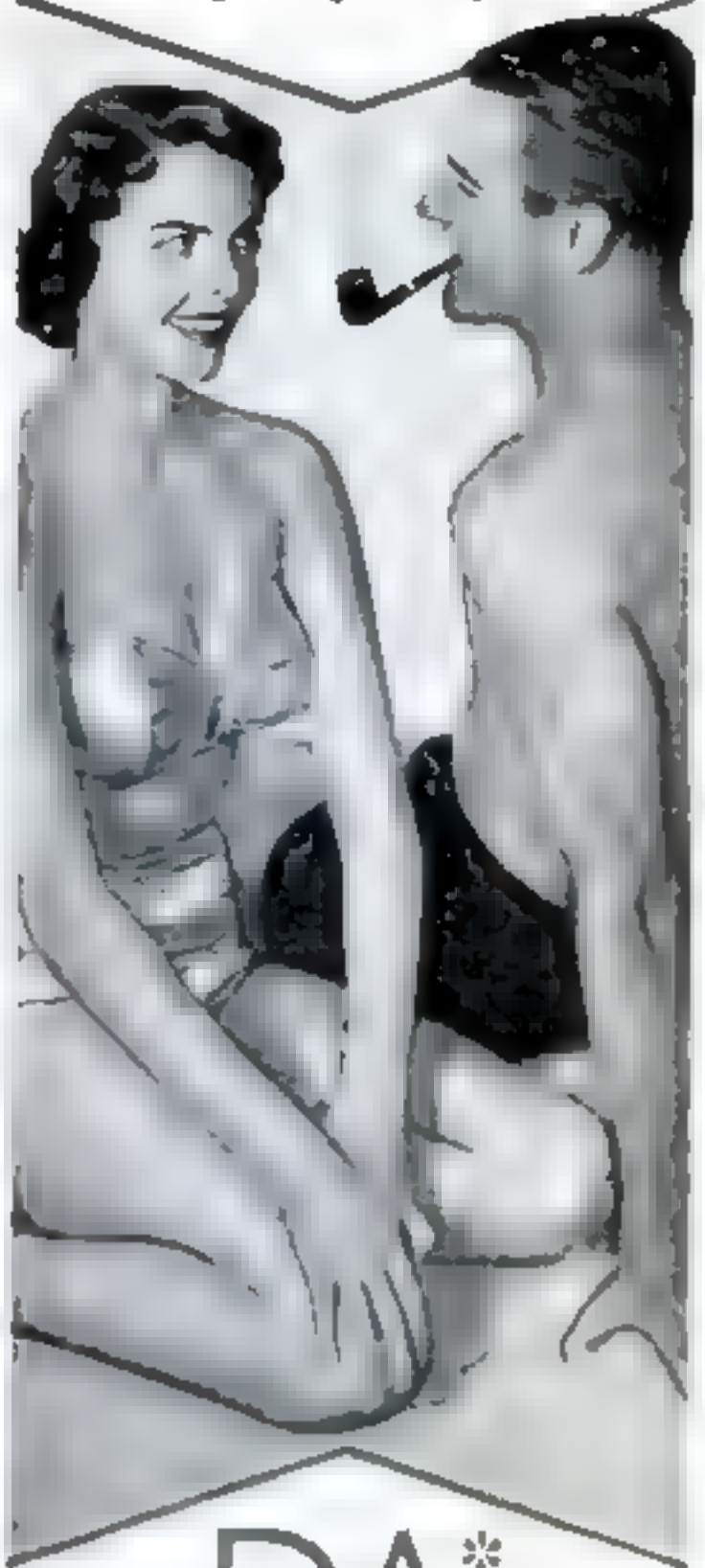
The Bolshevik party has greatly exaggerated the small-scale ambiguous Allied interventions during the Partisan war, the civil wars which followed the 1917 October Revolution. Persistent propaganda has made them, in the mind of the average Russian, a fourth sweeping-out of the hated foreign invader, comparable to the other genuine historical victories. When the Tatar invasions are also remembered, it is not difficult to understand how the average Russian considers his country as a prize so rich that it must always attract aggression. Thus his country's agony is also history's tribute to its greatness. He sees his land as a vast Belgium, ever a cockpit of wars, but one fought for as an end in itself. Only for this reason is it, to the Russian citizen, a sad and hard land.

Upon all these themes Communist Party propaganda plays skillfully in spinning out its doctrine of "capitalist encirclement." Its effectiveness is uneven through the population. Enthusiastic youth usually takes it at face value; there is a considerable element at the other extreme which stubbornly rejects it as propaganda. But a great many mature and thoughtful Russians maintain a state of suspended judgment, distrusting East and West alike.

The Party is on surer ground, however, when it sticks to the

CONTINUED ON NEXT PAGE

THERE'S A PLACE
IN THE SUN
FOR THE MAN WITH
P.A.*



P.A.*

MEANS PIPE APPEAL
AND PRINCE ALBERT

● Yes! The man with Pipe Appeal is the choice of the girls. And among pipe smokers, the big favorite is Prince Albert—America's largest-selling smoking tobacco. Get P.A.! You'll enjoy the natural fragrance of P.A.'s choice, crimp cut tobacco—and mild, rich-tasting P.A. is specially treated to insure against tongue bite!

R. J. Reynolds Tobacco Co. Winston-Salem, N. C.



The National Joy Smoke

VARICOSE VEINS
Need Not Keep You From Having
Sheer Leg Beauty

● Bulky elastic stockings are unnecessary. Remarkable Bell-Horn Tropical Weight Elastic Stockings give strong, required support for varicose veins and similar leg ailments, yet are entirely unnoticeable under sheer silk or nylon hose. At Department, Surgical or Drug Stores.

MAIL COUPON FOR FREE BOOKLET TODAY

BELL-HORN
Tropical Weight
ELASTIC STOCKINGS

BELL-HORN, 451 North 3rd St., Philadelphia, Pa.
Send me helpful FREE BOOKLET: "NEW FACTS ABOUT VARICOSE VEINS AND BEAUTIFUL LEGS."

NAME _____

AMERICA'S LEADING MAKERS OF SURGICAL Hosiery FOR OVER 100 YEARS

NO MORE NUISANCE • NO MORE WORRY

**ADD WATER ONLY
ONCE A YEAR**

BOWERS
Cadmidyne
BATTERY

Guaranteed in writing . . . 36 months or 36,000 miles

BOWERS Battery & Spark Plug Co. • Reading, Pa.

TUMS
ACID INDIGESTION
Heartburn
Keep you from
Sleeping?

Tums give sweet relief almost instantly

TUMS
100 Handy Roll
3-roll package, 25¢

for the tummy



Burgess Meredith, famous Broadway and Hollywood star

Actors' faces are extra-sensitive

But Burgess Meredith finds this remarkable new shaving cream helps keep his face youthfully soft and good-looking!

Actors, more than any other group of men, must look their young, healthy best at all times. But wearing and removing heavy stage make-up leaves actors' faces extra-sensitive. This means painful discomfort during shaving and can even lead to wrinkled, old-looking skin.

To help actors—and other men with sensitive skin—maintain a young and healthy appearance, The J. B. Williams Company has added an amazing new substance to Williams Shaving Cream. This new ingredient, Extract of Lanolin, helps protect the

face against excessive dryness and daily blade scrape.

Now—every time you shave with the New Williams Shaving Cream—you give your face the benefit of Extract of Lanolin, which helps preserve the youthful qualities of the skin. If your position calls for a well-groomed look from morning till night, or if your face is sensitive to the sharp cutting edge of your razor, you'll want to start using the New Williams Shaving Cream right away. *Same tube—same carton—but now containing wonderful new "Extract of Lanolin!"*



THE SOUTHERN HILLS are a welcome contrast to the endless emptiness of the great central plains. Here a young herdsman in the Chechen foothills in

RUSSIAN PATRIOTISM CONTINUED

simple ingredients of patriotism and nationalism, unadorned with Marxian embellishments. In its relentless, calculated exaltation of "Mother Russia," the government has found an imposing cultural arsenal in Russia's language itself and in the works of Russia's novelists, dramatists and poets.

The Russians have always been proudly aware that they possess a marvelous language—complex, flexible, expressive and rich. They are conscious of it in somewhat the same way, but on a less intellectual plane, as the expert in Shaw's *Pygmalion* was of the English language. Only English has a more extensive vocabulary than Russian, and only English is a greater language. Writing while abroad in 1882, Turgenev had this to say of his native tongue: "In days of doubt, in days of irresolution about the future fate of my *rodina*—you alone are my support and my stay, oh, mighty, great, true and free Russian tongue!—If it were not for you, how could I fail to come to despair in view of all that is done at home?—But one cannot believe that such a language was not given to a great people."

The language has found most poignant expression in the songs of the people. They mirror beautifully the simple elements of Russian life—the steppes, the forests, the sparkle of winter and the power of family love. The songs take many forms, from the *byliny*, which are half-chanted repetitions of old legends and hero tales, to the lively *chastushki*, which, in brevity and wit, resemble our limericks. Music seems a national natural talent; the rich folk traditions and the long series of great composers have conspired to give the Russians an enviable musical wealth. They are a singing people: troops sing on the march, schoolchildren sing on their excursions, and accordions gather little groups around them in all sorts of places. Countless Russians know so many songs that lie close to their hearts that they can continue them literally for hours, verse after verse. Of these songs, a vast number are historical and patriotic—"Stenka Razin, Volga, Volga, mother mine" is typical. They are at once an expression and a great source of abiding love for the native land.

The great swift troika

THIS love at times assumes, in song and literature, the grand proportions of a superb arrogance. In a memorable passage in *Dead Souls*, Gogol likened Russia to a great swift troika, with the road smoking under it, the bridges thundering, everything falling behind. The wonderful bronze-breasted steeds of the troika, with the whirlwinds riding their manes, "almost not touching the earth with their hoofs, have been transformed into a single line flying through the air, and the troika, inspired by God, rushes on.

THE ORIGINAL AND ONLY

By *Welsh*

"BOODLE BUGGY"

Mommie and Sis
share the fun when Each has a
"BOODLE BUGGY"®

A DOLL CARRIAGE...A BABY CARRIAGE, BOTH HAVE THE SAME FEATURES...CONVERT INTO A TRAVEL BED OR BASSINET. EASY TO FOLD, PACK AND STORE!

At Leading Stores

WELSH COMPANY

World's largest manufacturer of folding baby carriages

1535 S. EIGHTH ST. ST. LOUIS 4, MO.



the Caucasus cheerfully tends his stock. Despite the Communist drive for industrialization, most Soviet citizens are still engaged in agricultural pursuits.

Whither are you going, Russia? No answer is given. The sleigh bells ring out with a wonderful sound, the air thunders and, torn to bits, becomes a wind; the troika flies past everything that there is on earth; and all other peoples and governments, looking askance, stand aside and give it the road."

Now, a century after Gogol, the same heedless fervor fires the lines of Poet Mayakovsky. His coined words and double meanings make him extraordinarily difficult to translate—but the rude, roaring patriotism that is singularly Russian proclaims itself in these *Lines About A Soviet Passport*:

I could devour
bureaucracy
like a wolf
I haven't got any respect
for documents.
Let whatever official papers there may be
go to any devils you wish
and to their mothers.
But this . . .
Along the front of
coaches
and compartments
moves
the polite
official.
They give up their passports
and I
surrender
my
little crimson book.
For one passport—
there is a smile on the mouth.
For another—
the attitude of one who spits.
With respect
they take up, for example,
the broad passports
with the dourly-sleeping
English lion.
With eyes
that fairly eat up the good Uncle,
and never ceasing
their bows,
they take up,
as if they were taking tips,
the passport of the American.
They look
on the Polish passport
like a goat looks at a billboard
Their eyes stare at the Polish one in elephantine
police dullness.

CONTINUED ON PAGE 91



SWITCH TO POSTUM- SAVE 2 WAYS!

1

Save money! Postum costs about 1/3 as much as coffee at today's prices!

Get the big 8 oz. economy size of Postum . . . it makes up to 100 hearty cups . . . nearly 3 times more cups than a full pound of coffee and yet it costs much less. Yes, pocket these real savings and enjoy a delicious grain-rich drink besides!

2

Save your nerves! No "Coffee Nerves" from Postum!

While lots of folks aren't bothered by caffeine in coffee—others suffer sleeplessness, nervousness, indigestion. Postum contains absolutely no caffeine, nothing that could possibly make you nervous, spoil your sleep. Get POSTUM TODAY!

INSTANT POSTUM
100% CAFFEIN-FREE!

A PRODUCT OF GENERAL FOODS



De Luxe:
specially
elegant...
uncommon.

WEBSTER



*Walker's De Luxe is a straight Bourbon whiskey.
elegant in taste, uncommonly good—a Hiram Walker whiskey.*

Hiram Walker & Sons Inc. Peoria, Ill. 86 Proof

RUSSIAN PATRIOTISM CONTINUED

"Where does this come from?" they seem to say,
 and "What kind of a
 geographical novelty can this be?"
 And not turning
 their cabbage heads
 and not knowing
 any
 feelings,
 they take up,
 unwinkingly,
 the passports of the Danes
 and of various
 other
 Swedes.
 And suddenly,
 as if
 scalded,
 the mouth of the gentleman
 twists.

This
 is the gentleman official
 taking up
 my
 portentous red-skinned passport.
 He takes it up—
 like a bomb,
 he takes it up—
 like a porcupine,
 like a double-edged
 razor,
 he takes it up
 like a six-foot
 snake
 rattling twenty stingers.

The knowing
 eye of the porter
 has winked,
 although he carries
 your things for nothing.
 The gendarme
 looks questioningly
 at the detective,
 the detective—
 at the gendarme.
 With what delight
 for the gendarme casts
 I could be
 flogged and crucified
 Because in my hands
 is a sickled,
 hammered
 Soviet passport.
 I could devour
 bureaucracy
 like a wolf.
 I haven't got any respect
 for documents.
 Let whatever official papers there may be
 go to any devils you wish
 and to their mothers.
 But this . . .

I take it
 from my broad Russian trousers like the replica
 of a priceless cargo.
 Read it,
 envy it,
 I—
 am a Citizen
 of the Soviet Union.



HARVEST IN RUSSIA gives Reds chance to tie up love of land with propaganda for the collective farm, here idealized in a painting by A. Gerassimov.

POINTERS FOR HOME PAINTERS



How to get smoothest jobs ever with wonderful
 new **NYLON** paint brushes!



Dip half length of bristles in paint—on overhead work dip to one inch. Tap off excess paint. Don't scrape off on edge of can.

Nylon brushes hold a full load of paint. And they are ideal for nearly all finishes.



Use a long, steady, even stroke, painting toward the surface already coated.

Nylon bristles don't break off and mar your work, and an independent research laboratory has found that nylon brushes paint smoother.



Use the correct brush for each job. Poking large brushes into small corners causes "fingering" of bristles. Cut in around corners with a small brush.

You can get a set of nylon brushes for every paint job, from touch-up work to wall and roof painting. Nylon paint brushes are made by leading manufacturers.



After cleaning thoroughly, suspend brush on wire in turpentine or linseed oil for storage between jobs. Resting bristles on bottom of can deforms them and gums up tips.

You can clean nylon paint brushes quickly and easily. Work out paint on newspaper, clean with thinner, rinse with soap and water. Then comb the bristles and wrap the brush for storage.

The next time you paint, try a smooth-painting, easy-to-clean nylon paint brush. You will never use any other kind. They're sold in paint, hardware and variety stores everywhere in all types and sizes.



BETTER THINGS FOR BETTER LIVING
 ... THROUGH CHEMISTRY





STRINGING LONGBOW. Woodman Peter Balford, brother of the society's secretary, awaits his turn to shoot. Bows average 6 feet in length, are made of yew.



KICKING LEGS are the marker's signal for archers to bring out port because the cloak has been hit.

Life Goes to the Grand Wardmote

BRITONS DRAW THEIR LONGBOWS AT TOURNEY IN FOREST OF ARDEN

To the Woodmen of Arden, a society of British archers founded in 1785 to perpetuate medieval archery, the Grand Wardmote, their annual archery meet, is an occasion to fix a sure eye on both the target and the venerable traditions of their forefathers. For the Grand Wardmote, the Woodmen come every August from all over England to their trim shooting grounds in Warwickshire, in the region called the Forest of Arden. For four days they dress up in green tail coats, white trousers, upturned hats, and shoot happily away at targets called "clouts" and "butts." Behind the targets the woodmen keep decanters of port from which they drink toasts to archers whose score good hits. When anyone crosses the target area, the bowman yells a warning, "Fast, fast, fast," the medieval equivalent of modern golfer's "fore." After the contest shooting the woodmen gather at a big lunch, drink a toast to "Old England and the Longbow" and fill themselves up on a meal of cold venison, roast venison and venison pie.



SIGNALING A MISS. Marker Fred Thompson steps from protective screen at target, extends baton.



DRAWING LOTS to determine shooting order, Woodmen pick numbers from cup held by Society

Secretary Edward Bedford, who officially opens the tournament with the rallying cry, "Who shoots?"



HEREDITARY HEAD WOODMAN, 10th Earl of Aylesford and great great-grandson of the society's founder, gazes after a mis-guided arrow. After rounds of

two arrows apiece contestants carrying extra arrows in sack-like cat-tail pockets walk to other end of the field and shoot back at targets they have just left.



MARCHING OFF IN TRIUMPH, Anthony Hunter, winner of the Silver Arrow trophy, second highest award, leads a procession of crossed lighthouses.



TRADITIONAL REEL that opens the Grand Wardmote's grand ball is led by the winner of the Bugle Horn and his Lasse, of the Forest, Julia Scott. She

With today's better-than-ever methods and materials, your shoe repairer makes old shoes like new. See him and save!



CAT-TEX

is the **SOLE** of economy

**Not rubber, not leather, not plastic
—but a miracle of modern research!**

Let your shoe repairer give those old shoes a new lease on life with his new-shoe methods and materials. Insist on CAT-TEX, the sole that outwears leather 2-to-1, doubles the saving because it doubles the wear!

CAT-TEX soles are lightweight, waterproof, non-slip and non-marking—comfortable all year 'round. Ideal for dress, business, everyday shoes — and for children's shoes, most of all!

Cat's Paw Rubber Co., Inc., Balto. 30, Md.



© Made by the makers of these famous
Cat's Paw Non-slip Rubber Soles & Ties.



GETTING THE BUGLE HORN medal, top mark man tip award. Colin Horsfall kneels before Countess of Aylesford (right) and "Lassie of the Forest"



drew his name in a sweepstake held among young lady guests before the meet. When he won the Bugle Horn, he automatically became Lassie of the Forest

CONTINUED ON NEXT PAGE

Improved Boxers for active Men!



MEN who prefer all-around elastic waist band comfort are demanding Boxers with GRIPPER® Fasteners. Here's why...

1. They're easier to get in and out of!
2. They make laundering easier.
3. The elastic lasts longer!
4. They're more convenient... neater... smarter looking!

NO WONDER active men are delighted with these wonderful GRIPPER Fasteners! They're on to stay... yet are easy to snap and unsnap.

And women like them better, too, because they know that GRIPPER Fasteners (made only by Scovill) won't pop off... chip... or break. They're

laundry-proof, and make ironing so much easier!

So, this year in Boxers (or whatever style of woven shorts you prefer) you'll find that GRIPPER Fasteners are a wonderful advantage. And shorts with GRIPPER Fasteners are available in leading brands everywhere.

GRIPPER Fasteners for home attachment are available at all notion counters.

THE LAUNDRY-PROOF SNAP FASTENERS
THAT END 'BUTTON BOTHER!'

GRIPPER® FASTENERS

® & by Scovill Mfg. Co.

A PRODUCT OF SCOVILL





SAFE for scalps



KIND to hair



BETTER service



MUCH longer wear

ACE
HARD RUBBER
COMBS



Cost less because they last longer

A type for every purpose
29c and 39c
Sold everywhere

AMERICAN HARD RUBBER COMPANY
NEW YORK 13, NEW YORK



RELAXING CONTESTANT sits on seat of shooting stick, standard prop at Wardmotes, which require hours of walking back and forth between turns.



DAZZLING SPECTATORS wear busy print frocks and frilly hats, standard stylish apparel for witnessing Wardmote, open to women only on last two days.

AMAZING THING

By Cooper

SENSATIONAL NEW **TING** CREAM

FOR **FOOT ITCH**
(ATHLETE'S FOOT)

REGULAR USE
HELPS RELIEVE
ITCHING-
SOOTHES
BURNING

BETWEEN CRACKED
PEELING TOES-
AIDS HEALING
AMAZINGLY!



DURING
WAR USED
IN HOSPITALS
NOW RELEASED
TO DRUGGISTS
GUARANTEED

TING MUST SATISFY YOU
A WEEK-OR MONEY BACK!

IN LAB TESTS **TING**
CREAM PROVED
EFFECTIVE IN KILLING
SPECIFIC TYPES OF
ATHLETE'S FOOT FUNGI
ON
60 SECOND CONTACT!

EVEN IF OTHER PRODUCTS
HAVE FAILED TRY
AMAZING **TING**
CREAM TODAY!
GREASELESS, STAINLESS
ALL DRUGGISTS ONLY 60¢ A TUBE.



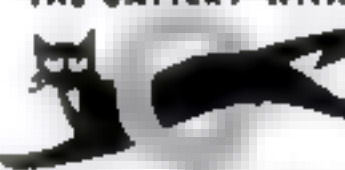
LOOK FOR THIS SEAL OF SATISFACTION



IN FINE BEDDING AND FURNITURE

"EVEREADY"

THE BATTERY WITH



"NINE LIVES"

FBI! MY GREETING CARD COLLECTION
IS SLOWLY DISAPPEARING!



QUICK...NEAT...SECURE
Three sizes, 12 colors.
For snapshots, cards
and other keepsakes.
ACE ART COMPANY
READING, MASS.

Novel **MR. PEANUT**
Mechanical Pencil
Everybody wants one Precision-
made, complete with clip,
eraser, extra leads. Send
today to PLANTERS
PEANUTS, Dept. 14,
Wilkes-Barre, Pa.

YOURS
for only
25¢
and
2 empty 5¢
Planters Peanuts, Inc.

Ever doodle
like this?



WHEN YOU'RE DAYDREAMING perhaps you, like so many other people, find yourself doodling pictures of the things you want most.

Maybe there's a house you have in mind you'd like to build.

Or you're wondering which college you'd like your child to attend a few years from now. Or maybe you'd like to own a *brand-new* automobile someday.

One sure way to take your daydreams out of the doodling stage—and make 'em come true—is to set

aside part of your salary regularly in United States Savings Bonds.

Week after week, month after month, your savings will grow and grow and grow.

Furthermore, in ten short years, you get back \$4 for every \$3 you set aside.

So sign up on the Payroll Savings Plan where you work, or the Bond-A-Month Plan where you have a checking account.

Start making your daydreams come true *right now!*

Automatic saving is sure saving—U.S. Savings Bonds



Contributed by this magazine in co-operation with the Magazine Publishers of America as a public service.

Get a "Super" shine With Much Less Rubbing



"Stroke-Saving" METHYL CELLULOSE makes

DU PONT No 7 POLISH

QUICKER—EASIER

Car-polishing tests have shown that No. 7 POLISH, made by a patented Du Pont formula covering the use of METHYL CELLULOSE, is much faster than before. With No. 7 you can polish your car with much less rubbing—get a dry, brilliant lustre in about two-thirds the time!

To get the benefits of "stroke-saving" METHYL CELLULOSE—the magic ingredient that speeds the clean-up—be sure to use Du Pont No. 7 POLISH. It's suitable for *all* car finishes, whether new or old, dull or bright. Makes a wonderful improvement in a car's appearance!



DU PONT SPEEDY WAX
made especially for new cars—and those fairly new. Cleans and wax-polishes in one easy operation. Gives a brilliant lustre quickly.



DU PONT CAR WASH
new soapless detergent that speeds up car washing and makes manual drying unnecessary. Makes car washing a pleasure.



DU PONT TAR REMOVER
A safe, easy way to remove tar, road oil, and tree sap from your car. Harmless to the finish.



DU PONT TOUCH-UP ENAMEL
a brilliant black enamel for re-touching scratches and worn spots on fenders, doors, etc. Can be used over lacquer, enamel, or metal.



No 7 PRODUCTS

for better car care

BETTER THINGS FOR BETTER LIVING . . . THROUGH CHEMISTRY

MISCELLANY

FAT MEN'S PROBLEMS



WEIGHING 220, Bill Goodloe, a 5-foot 5-inch tall insurance man from Valdosta, Ga., practices for national amateur golf tournament in Minneapolis. He dressed nattily for the occasion in matching plaid cap and socks, a size 40 pair of shorts, but lost in the first round to a competitor weighing 60 pounds less.



WEIGHING 290, Sgt. Harold Adams of Oklahoma City guards a road in Korea with a fellow MP and eats a between-meals snack of canned rations. A man as fat as he would not be able to get into the Army. But once in he can stay in no matter how heavy he gets as long as he can do his job properly.

SIGNED SEALED DELICIOUS



WITH THIS
FAMOUS SIGNATURE



WITH A GOVERNMENT
BONDED STAMP



ANY WAY YOU LIKE
FINE BOURBON



Of Topmost Choice

When you take your first revealing sip of OLD TAYLOR, your search for a really choice bourbon will end right there. From then on you're sure to make OLD TAYLOR *your* topmost choice. It's that kind of bourbon!

*National Distillers Products Corporation
New York, N. Y.*

OLD TAYLOR*

100 PROOF

* REG. U. S. PAT. OFF.



Be Happy - Go Lucky!

I like to throw a tricky curve,
But this I'll tell you straight -
The strike that I like best of all
Is Lucky Strike - it's great!

Enjoy your cigarette! Enjoy truly fine tobacco
that combines both perfect mildness and rich
taste in one great cigarette - Lucky Strike!

Perfect mildness? You bet. Scientific tests, confirmed by
three independent consulting laboratories, prove that
Lucky Strike is milder than any other principal brand.
Rich taste? Yes, the full, rich taste of truly fine tobacco.

Only fine tobacco gives you both real mildness and
rich taste. And Lucky Strike means fine tobacco. So en-
joy the happy blending that combines perfect mildness
with a rich, true tobacco taste. Be Happy - Go Lucky!

L.S./M.F.T.-Lucky Strike Means Fine Tobacco

COPYRIGHT, THE AMERICAN TOBACCO COMPANY

Luckies are my favorite brand
At home or on the range,
When she finds a smoke like this
A gal's a fool to change!

I carry letters all day long
As happy as can be.
But the letters that I really love
Are L.S./M.F.T.!

